

# MAY 1 VOGUE

Summer Clothes Issue

*American Designers' Specialty*



**ADVANCE  
RETAIL  
TRADE  
EDITION**

*The Lingerie Look:  
Fresh New Summer Fashion*

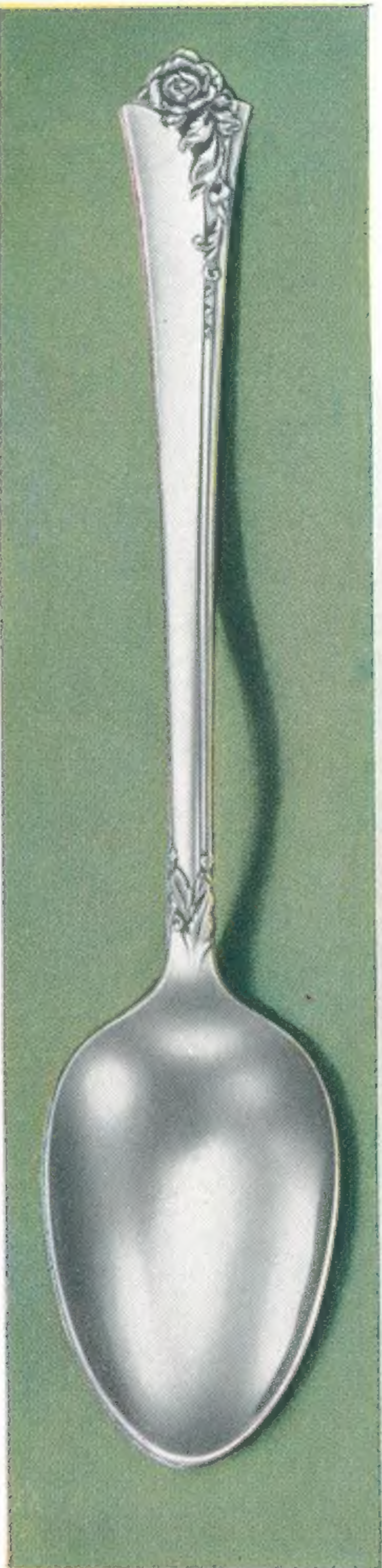
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"Our silver is a joy that never changes..."

for sterling silver is one of the few gifts which actually grow *lovelier* with use! When you give Heirloom\* Sterling, you give not only for today and tomorrow, but for a *lifetime*. The fresh, young-spirited Heirloom Sterling patterns are created to bring beauty to generation after generation.

Why not start the bride off with two place settings of her Heirloom Sterling pattern, and add to them each anniversary? 6-piece place settings begin at only \$29.75, federal tax included.



*Damask Rose\**



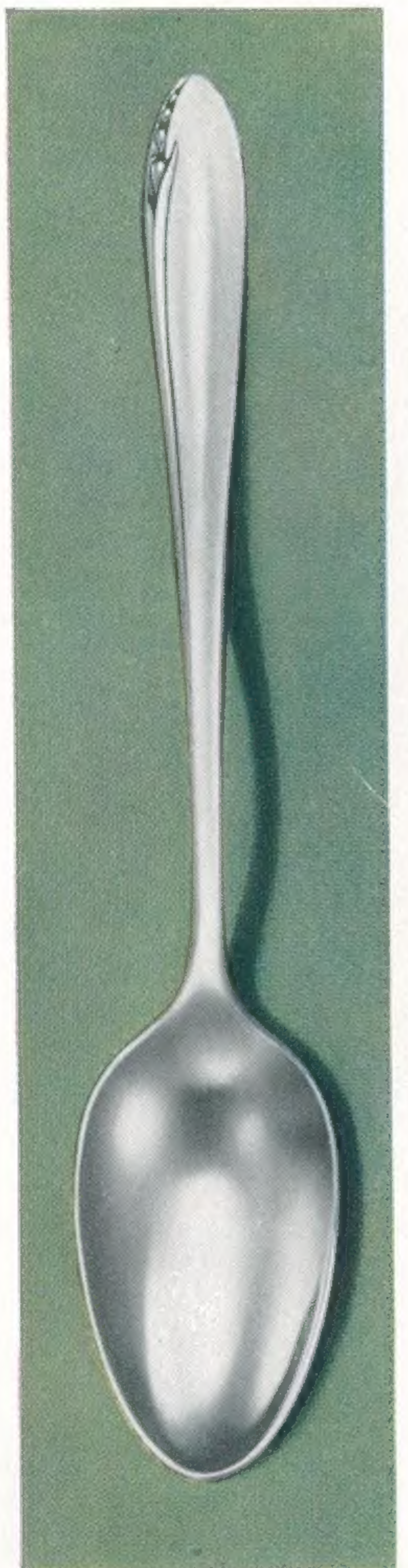
*Reigning Beauty\**



*Stanton Hall\**



*Mansion House\**



*Lasting Spring\**

*Heirloom Sterling*

\*Trade Marks. ©1954, Oneida Ltd., Oneida, N. Y.



**MAY 1, 1954 TRADE EDITION**

# VOGUE

## HOW TO USE THIS ISSUE OF VOGUE:

**1 SELECT "LINGERIE LOOK" FASHIONS FROM YOUR STOCKS** for promotion as the freshest summer look everywhere . . . for town in handkerchief linen necklines, hatlines and lingerie blouses . . . for summer-resort wear in fashions with lingerie embroidery, prints, fluting, lace-trimming. (Pages 94-105)

**2 SPOTLIGHT THE COVERED LOOK AS 1954 BATHING SUIT NEWS** in advertisements and window displays of new long-sleeved and cap-sleeved bathing suits . . . of bathing suits with jackets. (Pages 106-109)

**3 DISPLAY COLOURS IN SUMMER TOWN FASHIONS**—pinks, blues and reds in summer city-daytime windows . . . pale pinks and blues against late-day town backgrounds. (Pages 116-119)

**4 BUILD SHOE BUSINESS AROUND TROPICAL COLOURS**—orange, banana-yellow, turquoise—in airy leather shoes for day and late-day, and in accessories throughout your store. (Page 147)

**SELL OTHER SUMMER MERCHANDISE WITH MAY 1 VOGUE FASHION POINTS**—about junior-sized baby dresses . . . the tulle stocking . . . summer lingerie and foundation ideas. (See the index to these and other ideas on page 91 of this issue.)

### ON PAGE 4 OF THIS TRADE EDITION SUPPLEMENT:

The "Vogue Says" quotes that can help you to sell your merchandise with Vogue's Fashion Authority.

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\$15.00 PER YEAR

ADDRESS TRADE DEPARTMENT, GREENWICH, CONNECTICUT, FOR QUANTITY RATES

VOGUE, MAY 1, 1954. VOL. 123, NO. 8



**AN  
INVITATION  
FROM**

**VOGUE**

**—TO VISIT OUR MERCHANDISING DEPARTMENT AND TALK WITH OUR EDITORS—***when you come to New York this May and June. Particularly at this time—when your buying plans and promotional thinking are focused on autumn—we feel that we can be of help.*

*Meeting any representative of your store is always helpful to us. Our readers are your customers and Vogue Merchandising is your service. Only by knowing your thinking and your current problems can we most effectively direct our services.*

*So do plan to come to our Merchandising Offices here on the 19th floor of the Graybar Building, right next to Grand Central Station at 420 Lexington Avenue. And—because we realize how valuable your time is on these trips—do call us first at LExington 2-7500 so that we can arrange to work with you at your convenience.*

*Additional copies of these pages are available at \$2.00 for 100 copies.*

*Write: **VOGUE MERCHANDISING SERVICE**, 420 Lexington Avenue, New York 17, New York.*



# IN MAY AND JUNE YOU ARE INVITED TO SEE—

**AUTUMN-WINTER FABRIC PREDICTIONS**—a comprehensive edited chart with swatches to illustrate the strong points of colour and texture fashions to come... plus our permanent fabric boards—a complete fabric market coverage.

**AUTUMN LEATHER REPORT**—a see-at-a-glance chart of leather swatches, together with information about important trends in their colours and textures.

**AUTUMN MENSWEAR FABRICS**—an edited prediction of important fabrics' colours and textures, plus incoming trend news in men's clothes.

**AUTUMN FASHION NOTES**—early observations that our fashion editors—who constantly cover all the fashion markets—have made on the trends to come... in ready-to-wear and accessories.

# ALWAYS AVAILABLE TO YOU—

**EARLY RESOURCE INFORMATION** on fashions to appear in Vogue issues to come.

**FASHION PROMOTION THEMES** to come in future issues... ideas that you can work with in planning your own fashion promotions several months in advance.

**PROMOTION AND MERCHANDISING IDEAS** for all members of your store on window displays and newspaper advertisements... merchandising tie-in ideas based on Vogue fashion ideas.

**NEW RESOURCE SUGGESTIONS**—information about designers and manufacturers you may not have discovered yet in your market—whose collections you might want to see while you are in the market.

**OUR MERCHANDISING EDITORS** will be very much interested in meeting you. They are always in touch with store problems and market news.



quote

# **VOGUE** and sell fashion

YOUR RELEASE DATE: APRIL 29

## **TO SELL "THE LINGERIE LOOK":**

### **in town**

VOGUE SAYS: "The lingerie look—fresh summer fashion"  
VOGUE SAYS: "Lingerie—fashion everywhere"  
VOGUE SAYS: "Lingerie dinner dress—camisole tucks, ruffles"  
VOGUE SAYS: "New length for camisoles—dress length"  
VOGUE SAYS: "Camisole neckline—fashion as far away as Paris"  
VOGUE SAYS: "New lingerie touches for late day in town"  
VOGUE SAYS: "Age-of-innocence cottons—for cocktails, dancing"  
VOGUE SAYS: "Age-of-innocence cottons—for a polished woman"  
VOGUE SAYS: "New town dress, hat—both lingerie-collared"  
VOGUE SAYS: "Town lingerie—wide collars, hats"  
VOGUE SAYS: "Straight through summer—the lingerie dress"  
VOGUE SAYS: "Wearing the new lingerie collar—dress *and* hat"  
VOGUE SAYS: "A lingerie touch—or a whole lingerie look"  
VOGUE SAYS: "New place for baby-bonnet embroidery—on a dress"  
VOGUE SAYS: "Lingerie details—delicious to the nth degree"  
VOGUE SAYS: "Not for children—baby dresses"

### **away from the city**

VOGUE SAYS: "A dress with all the prettiness of bridal lingerie"  
VOGUE SAYS: "Fashions designed to lead resort lives—beautifully"  
VOGUE SAYS: "A dress with the easy up-keep of a slip"  
VOGUE SAYS: "Lingerie dress with summer-resort possibilities"  
VOGUE SAYS: "Summer-resort news—the lingerie dress"  
VOGUE SAYS: "Lingerie embroidery—on summer-resort fashions"

### **in sportswear**

VOGUE SAYS: "Fluted ruffles—fashion now in sun clothes"  
VOGUE SAYS: "On shorts, on shirts—new, lacy, lingerie touches"  
VOGUE SAYS: "Delicate handkerchief embroidery—on a soft shirt"

### **in hats**

VOGUE SAYS: "New town hat—bouffant organdie"  
VOGUE SAYS: "Newest town hat—bigger, shadier, softer, prettier"  
VOGUE SAYS: "Wearing the new wide lingerie collar—a hat"

Let what "VOGUE SAYS"

headline your advertisements

and underline your displays.

## **TO SELL NEW BATHING SUITS**

VOGUE SAYS: "Covered—the 1954 bathing suit"  
VOGUE SAYS: "The bathing suit that's a state of dress"  
VOGUE SAYS: "Long sleeves and a sash—new swimming tube cover-age"  
VOGUE SAYS: "Bathing suit—artfully draped as a dress"  
VOGUE SAYS: "A new covered-up bathing suit"

## **TO SELL NEW COLOURS**

VOGUE SAYS: "More colours worn in town"  
VOGUE SAYS: "Colour—worn as basically as black"  
VOGUE SAYS: "Colour—worn with more colour"  
VOGUE SAYS: "One-colour costume—dress, shoes, beads to match"

## **TO SELL NEW LINGERIE**

VOGUE SAYS: "New nightdresses—like fresh flowers in the bedroom"  
VOGUE SAYS: "New delicacy—a frothy nylon nightdress"  
VOGUE SAYS: "Embroidered peignoir—beauty treatment at home"  
VOGUE SAYS: "Nylon net—enduring wisp for a nightdress"  
VOGUE SAYS: "Fresh answers in the lingerie drawer"  
VOGUE SAYS: "A summer-weight pantie girdle—thinning power"  
VOGUE SAYS: "The brassière—wired to stay in place"  
VOGUE SAYS: "New girdle with stockingless cabaña clothes"  
VOGUE SAYS: "The pantie-girdle—to wear, perhaps with slacks"  
VOGUE SAYS: "The girdle—best thing for hips since fruit-for-dessert"

## **TO SELL NEW SHOES, STOCKINGS, ADDENDA**

VOGUE SAYS: "New tropical colours—cut cool"  
VOGUE SAYS: "Pink dinner sandals—in restaurants in town"  
VOGUE SAYS: "The new idea of the open shoe"  
VOGUE SAYS: "New—the tulle stocking"  
VOGUE SAYS: "Waist-length festoons—of chalky beads"  
VOGUE SAYS: "The linen handkerchief—as big as a man's"  
VOGUE SAYS: "Keep a weather eye on artificial flowers"  
VOGUE SAYS: "New note papers—but the same correct notes"

## **TO SELL MEN'S CLOTHES**

VOGUE SAYS: "Travelling man—tall, dark and Dacron"  
VOGUE SAYS: "Put a man in a dark suit and he looks wonderful"





RICHARD AVEDON

# *Crown Sables by Bergdorf Goodman*

Our circular capelet, created for gala nights, of perfectly matched Russian Crown Sable skins, deep and darkly beautiful. From one of the most beautiful collections of Sables in the world ready now to be made into the scarf, cape, jacket or coat of your choice.

ON THE PLAZA • NEW YORK 19  
**BERGDORF  
 GOODMAN**  
 5TH AVENUE AT 58TH STREET





Lilli Ann  
san francisco

MORE THAN A SUIT...MORE THAN A DRESS...A LILLI ANN COSTUME OF IMPORTANCE TO WEAR WITH IMPORTANCE ANYWHERE, ANY DAY, ANY HOUR. FABRIC IS FROM ITALY, THE MOST DIVINE 100% VIRGIN WOOL SHARKSKIN WITH INTRIGUING INLAYS OF BLENDING COLORS...GREY, BEIGE ...ABOUT NINETY-FIVE DOLLARS AT FINE STORES OR WRITE LILLI ANN, 16TH AND HARRISON, SAN FRANCISCO OR 512 SEVENTH AVENUE, NEW YORK.





Pin-striped Organdy—cloud grey or horizon blue...  
finely pleated, beruffled, lacy braid-edged—  
from our Boutique Collection for immediate wear, \$125.

Henri  
**Bendel**  
10 WEST 57  
NEW YORK 19 NY



# HUTZLER'S .. *Baltimore*



**JAMISON'S** lighthearted little cotton for country club evenings . . . Persian print with rhinestones 'round the hem, Navy or charcoal, sizes 8 to 16, \$35. Ours alone in Baltimore.



SUMMER SORCERY, BLACK AND WHITE...

BONWIT  
TELLER



'54 news,  
the wizardry that makes cotton such chic, cool fashion.  
Larry Aldrich magic transforms this exciting black and white broadcloth  
into an enchanting late-day bouffant, bare, buttoned and big-pocketed.  
A full-blown beauty on its own crisp petticoat. Misses' sizes. 69.95 No mail or phone orders.  
New York White Plains Chicago Cleveland Boston





... when it's a collection of Rogers' nylon  
 tricots a bride-to-be can just close her eyes  
 and point—and her trousseau will be more  
 enchanting than any storybook princess' *we* know.

*Rogers Lingerie is available at fine stores throughout the United States and abroad.*

Rogers Lingerie, Executive Offices, Chattanooga, Tennessee

... *here*, a newly short negligee done in white misted  
 over sweet color. Romantic notes: the flower  
 shower of eyelet embroidery, the satiny  
 streamer sash. The gown underneath has the  
 tiniest waist, the whooshiest skirt. Both in  
 Blue Mist or Pink Mist.

- #1554 Negligee, 32 to 38, \$24.95
- #1891 Gown, 32 to 38, \$12.95
- Matching pieces, in white only.
- Slip with eyelet embroidery, camisole top.
- #4071 32 to 40, \$7.95
- #4640 Petticoat, 4 to 7, \$5.95
- #1281 Frilly briefs, 4 to 7, \$2.50

VOGUE incorporating Vanity Fair





FIFTH AVENUE  
**B. ALTMAN & CO.**  
NEW YORK



**it's Love Letter Cotton\* time again! . . .** Young Colony's\* new gay and romantic series, ready to "meet you under the clock at the Biltmore"! . . . and introducing, appropriately, our enchanting "under the clock" print! Crisp cottons, crease-resistant. The solid color styles in pink, aqua, gold, lime green, beige or hyacinth blue. The clock print in background colors of aqua, white, pink or beige. . . . sizes 7 to 15, 17.95

\*Trademark Reg. U. S. Pat. Off.

Young Colony shop, third floor . . . and at East Orange, White Plains and Manhasset





*Cartier*

New York

Paris

London

Caracas

Palm Beach

Cannes

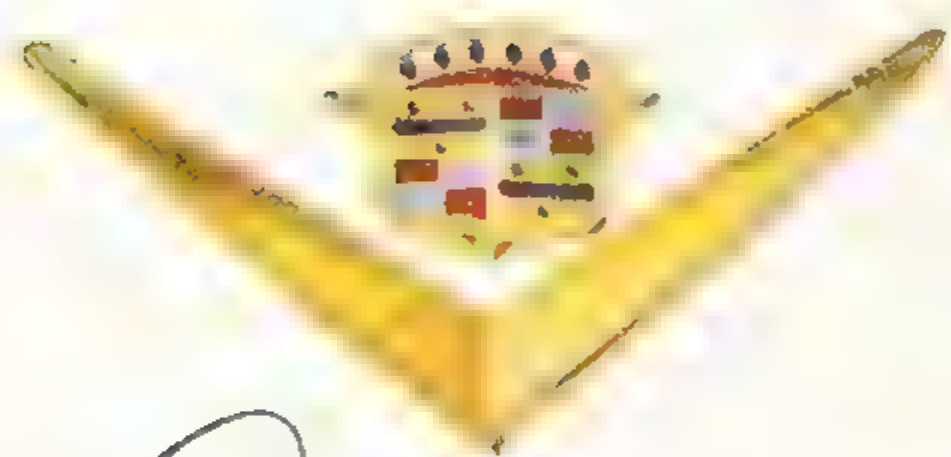
Monte Carlo



*The fortunate woman who enjoys possession of a 1954 Cadillac would find it difficult, indeed, to single out the one quality of the car which she finds most rewarding. Cadillac's new performance, for instance, is a constant joy through every mile . . . its great beauty is a source of unending pride and satisfaction . . . its marvelous luxury delights her every time she glances about the car's interior . . . and its remarkable economy is a continuing compliment to her practical wisdom. For, truly, this magnificent motoring creation is superlative in every respect. If you have not as yet discovered this for yourself, you should visit your Cadillac dealer without delay. You'll be welcome at any time.*

\* \* \*

*Dress designed by Hattie Carnegie expressly  
for the Cadillac Convertible.*



*Cadillac*



CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION



THE SMART COOL LOOK



For days that blaze with sultry warmth,  
stay on the light side of fashion with  
Tropical Leather. Light in texture, cool  
in color...the new Tropical Leathers  
add a lift and lilt to your



FOR WARM WEATHER:



appearance as you step into Summer.  
Distinctively individual,  
Tropical Leather is the new standard  
for fashion for the sunny seasons to come.  
LEATHER INDUSTRIES OF AMERICA



The 1954 Plymouth Belvedere Convertible, shown at the Sea Island Golf Club, Sea Island, Georgia. In the background is the Belvedere Sport Coupe.

Fun for the whole family! Enjoy "That's My Boy" each week on CBS-TV. See TV page of your newspaper for time and station.

The beautiful new Plymouth enjoys an enviable reputation with discriminating motorists because under its beauty they discover solid value. For example, they find the unsurpassed driving ease of the new PowerFlite fully automatic transmission combined with the 10% higher horsepower of the new PowerFlow engine. They also enjoy the energy-saving convenience of Power Brakes and full-time Power Steering.

PowerFlite, Power Brakes and Power Steering each available at low extra cost

# PLYMOUTH

Chrysler Corporation's No. 1 Car







New  
BODY  
MAGIC  
by  
*Lastex*<sup>\*</sup>  
Reg. U. S. Pat. Off.

<sup>\*</sup>the miracle yarn  
that makes things fit  
...especially swimsuits



UNITED STATES  
RUBBER COMPANY  
ROCKEFELLER CENTER  
NEW YORK







*Coro* proudly presents the greatest achievement in fashion jewelry ever!

# COROLITE

with the glowing **FUTURA FINISH** that's **GUARANTEED FOR LIFE!**\*

**Fashion jewelry's new look, light look, always bright look!**

Coro captures forever the radiant beauty of real gold in Corolite, thanks to its exclusive "FUTURA FINISH", the finish\* that Coro guarantees *will never tarnish—for life!* Coro's new, feather-weight jewelry will dramatize your costumes season after season. See fabulous Corolite jewelry today! In many beautiful styles from \$2 to \$25, plus tax. At leading stores or write Coro, Inc., New York 1.



**Get in the swim with Corolite**... now you can outshine everyone at the pool or beach in your glamorous Corolite jewelry with perfect assurance that salt water, temperature, atmosphere, will never tarnish its gleaming beauty.



**Feather-Lite Corolite**...lets you heap on an armful of golden glamour like a modern Midas...gives you the summer-right answer to fashion's coveted bold look.



© © Coro, Inc. 1954 Design Patents Pend.

**A M E R I C A ' S   B E S T   D R E S S E D   W O M E N   W E A R   C O R O   J E W E L R Y**

clothes by maurice rentner





# UNMISTAKABLY...WANAMAKER

**B. H. WRAGGE** SHOWS YOU  
THE WAY TO LOOK IN TOWN THIS SUMMER...  
COOLIE COAT OF NATURAL SILK PONGEE  
WONDERFULLY PUNCTUATED WITH  
GRADUATED "UNDERCOVER" FLAP POCKETS,  
BAMBOO BUTTONS... NARROWLY COVERING  
SLEEVELESS SHEATH DRESS  
OF IMPORTED BLACK LINEN.  
FROM THE JOHN WANAMAKER TRIBOUT SHOP.  
DRESS \$39.95, COAT \$55.  
HAT BY MR. JOHN

*John Wanamaker*  
Tribout Shop  
PHILADELPHIA



LITTLE GIRLS SHOULD BE SEEN IN

*Celeste*

FROCKS



**AIR-COOLED DRESSES TO GRACE A LITTLE GIRL'S SUMMER DAYS**

**...and to charm adult eyes**

*Left:* Crisply smart young lines in a sky-blue lustrous cotton broadcloth piped in cherry red. Removable white linen collar over sleeveless sun dress—full skirt with linen insert at front pleat. *Right:* The “paper doll look” in a dress with fabulously full, ruffled skirt. Navy polka-dots on crisp white dimity. Fitted navy broadcloth bodice with cherry red cotton sash that ties in a big “fly-away” bow.

Both dresses in sizes 3 to 6x \$8.95. 7 to 12 \$10.95. Toddler 2 and 3 \$7.95

*At better stores or please write* **CELESTE, Dept. V-2, 1350 Broadway, New York 18, N. Y.**



# NEIMAN-MARCUS

DALLAS

men travel fast and fashionably  
in clothes by **BAKER**  
with frequent stopovers  
at the Neiman-Marcus Man's Shop  
for the newest ideas in men's wear.  
En route two new Baker exclusives,  
black and white International Silk\*  
and Tobago,\* a natural white raw silk  
to be mixed or matched  
for this summer's sleekest  
convertible coup.





Only by

*Vanity Fair*

This added version  
of the best known,  
best loved slip #3-8-34,  
interpreting it with  
wide lace straps  
and higher pointed back,  
maintaining all the  
wonders of matchless  
nylon tricot,  
permanent pleats  
and lovely lace.

✧ Slip #3-8-35

Average & Tall

sizes 32-42, \$12.95.

Average 44-46, \$14.95.





*Dan Keller's* petticoat-propped  
cottons go to town in a great big way  
with far-flung collars and swirling  
skirts. Both boldly buttoned for  
shapes' sake. In Delgrace,  
a Springmaid cotton, Sanforized®  
for good measure.

*Left:* Sizes 10-16, Black only.

*Right:* Sizes 12-20, Navy, Beige,  
Emerald Green. Each at \$17.95.



a **DELGRACE**  
**SPRINGMAID**  
Cotton



**WOODWARD  
& LOTHROP**

Washington, D. C.

■ ■ ■ Woodward & Lothrop, 10th & 11th, F & G Sts., Washington 13, D.C.

Left—Dress, Black only, \$17.95      Size \_\_\_\_\_

Right—Dress, 1st color choice \_\_\_\_\_ \$17.95      Size \_\_\_\_\_  
2nd color choice \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Please add 2% tax if for delivery in D.C. or Mary-  
land. Add 40¢ for postage and handling charges for  
shipments beyond our free delivery zone.

Check enclosed \_\_\_\_\_

Charge \_\_\_\_\_

V-5/54



It's Everywhere this Spring —  
*Wedgwood* by DOROTHY GRAY  
 for Weddings - for Graduation - for Gifts



"Wedgwood" Perfume (authentic Wedgwood Jasper Ware cameo on package top can be mounted for jewelry), ½-oz. . . . \$10.



"Wedgwood" Cream Sachet, tinted, concentrated fragrance to smooth on . . . ½-oz. . . . \$2.



"Wedgwood" Hand Lotion, smoothing, delicately tinted, 4-oz. . . . \$1.50

"Wedgwood" Eau de Cologne, delightful "flowers-and-spice" scent, 2-oz. . . . \$2; 4-oz. . . . \$3.

Vanity Fair "Wedgwood" Blue ensemble in nylon tricot, net and lace.



"Wedgwood" Dusting Powder, after-bath luxury . . . \$2.50



"Wedgwood" Soap, delightfully scented for your bath, 3 cakes . . . \$2.50

NEVER was a fragrance more suitable to you . . . or more exquisitely presented. Each package, inspired by the classic beauty of famed Wedgwood Jasper Ware, will be treasured for years . . . and the loveliness within says to those around you . . . how lovely *you* are!

Start your Dorothy Gray

"Wedgwood" fragrance collection today!

Gift Series-In-Scent includes:

"Wedgwood" Bubbling Bath Oil, highly concentrated fragrance foam, 4-oz. . . . \$5.

See the many lovely "Wedgwood" Gift-set combinations from \$3.50 to \$9.

(All prices plus tax.)

Available at leading Drug and Department Stores.



*Brigance*  
**SPORTSMAKER**



COOL CRISP WHITE SILK BLOUSE AND BLACK AND WHITE PIN DOT SKIRT. AT FINE STORES OR WRITE SPORTSMAKER, 498 SEVENTH AVENUE, N. Y. 18



Wherever you go...



Laura Mae

Life

Blouse

Sleeveless version of fashion's important "Little Boy" shirt... in Sanforized® combed satin-stripe cotton. White ground with red-and-black, black-and-grey, blue-and-navy, or brown-and-yellow stripes. Sizes 30 to 38. **\$2.98**

Hat to match, 1.25. At leading stores everywhere, or write to M. SERMAN & CO., INC., 1407 Broadway, New York 18, N. Y.

PRICES SLIGHTLY HIGHER WEST OF THE ROCKIES

washes like a Hanky!





## who's the lady in the L'Aiglon?

She's a busy den mother in the cub scouts . . . a career wife who does *two* jobs with ease. She spends workaday evenings playing Scrabble or reading the latest book of verse. She's a connoisseur of smart clothes who turns to *L'Aiglon* for her favorite fashions. Like *this* L'Aiglon in cotton satin embellished with embroidered strawberries. White grounds with red, pink or purple strawberries. Sizes 10 to 18 . . . \$22.95. For illustrated brochure and name of L'Aiglon store nearest you, write Dept. HB, L'Aiglon Apparel, Inc., 1350 Broadway, New York 18, N.Y.



Helena Rubinstein  
creates a new perfume

# NOA NOA

*(Tahitian superlative for fragrant)*

Here is a totally new adventure in perfume. It is called NOA NOA and it is the most fervent, rapturous, sense-stirring fragrance of them all. NOA NOA is female as well as feminine!

Madame Helena Rubinstein sought inspiration for NOA NOA in the exuberant and exotic paradise of Tahiti. She studied Gauguin's uninhibited and intense paintings of the Tahitian women with their flower-framed faces, their love-shaped lips and inscrutable eyes. It led her straight to mystical NOA NOA, a lasting interplay of full-blown blossoms and deep emotions.

NOA NOA is truly a perfume for your personal paradise.  
Wear NOA NOA. Be NOA NOA.

*Watch for:* a Noa Noa season—Noa Noa cotton prints, Noa Noa coiffures built about flowers (an exciting new trend) *and* GAUGUIN PINK, Helena Rubinstein's newest color temptation in lipstick and nail polish.

Noa Noa® Perfume, 17.50. Perfumette filled with 1 dram perfume, 3.00.  
Cologne Concentrate, 8.00, 3.75, 2.25.

Gauguin Pink Lipstick, 1.10, 2.00. Matching Nail Polish, .60.

©1954 Helena Rubinstein, Inc., 655 Fifth Ave., New York 22, N. Y.

*All prices plus tax.*











## Helena Rubinstein introduces **GAUGUIN PINK**

### **A NEW PAGAN PINK FOR SOPHISTICATES**

Here is a new note in color—as pure, luscious and intense as a pink from Gauguin's own palette. For Helena Rubinstein, inspired by Gauguin's paintings of the beautiful and enigmatic Tahitian women, creates this uninhibited new pink for lips and nails.

GAUGUIN PINK is the vanguard of a big new influence in fashion: dresses, beach clothes, summer shoes.

A fiery yet softened pink—GAUGUIN PINK is sweet

and sultry with a suntan . . . and a pink flame by night (for here, at last, is a lip and nail color that holds its full bloom under artificial light)!

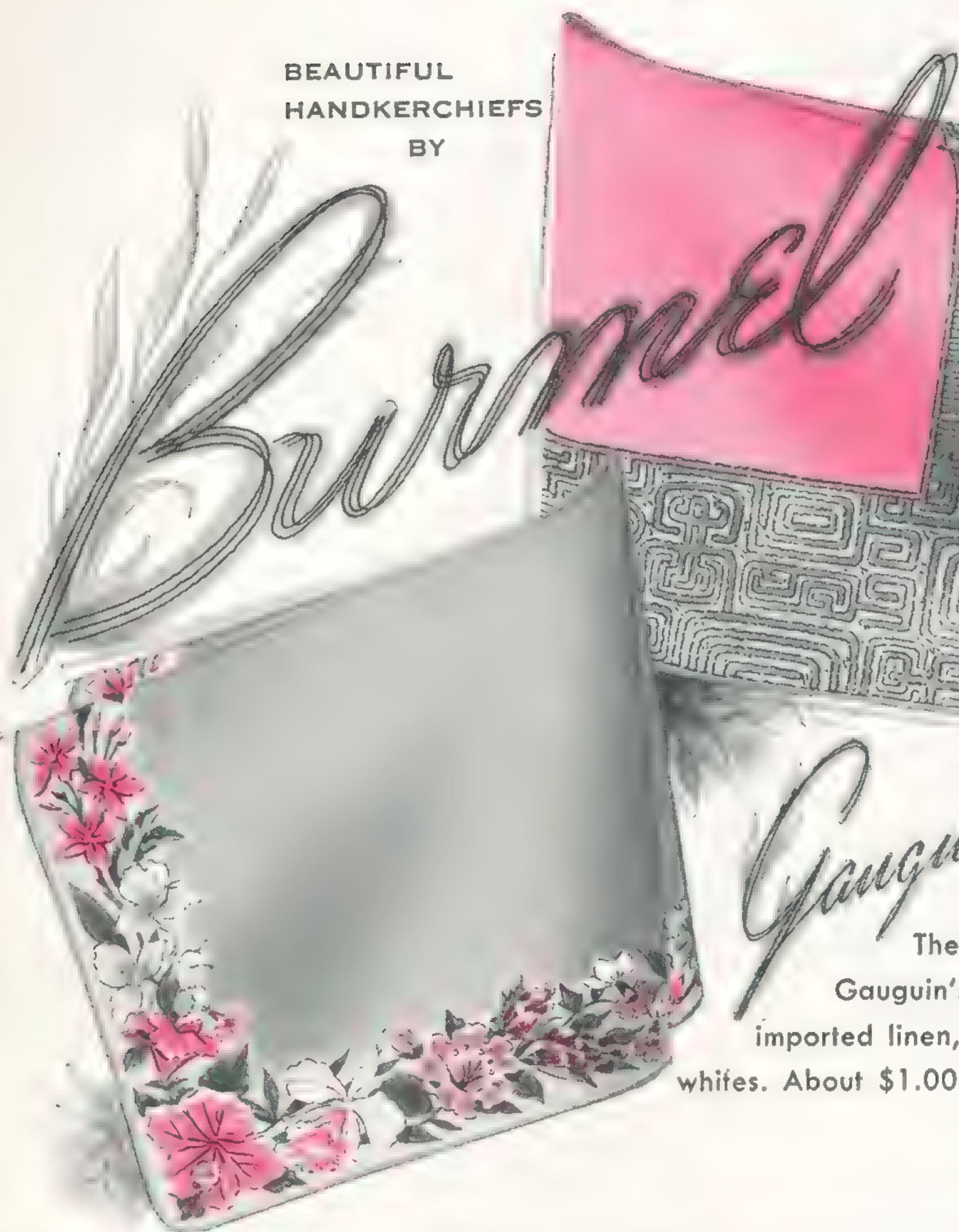
GAUGUIN PINK is just the color to electrify your entire new wardrobe . . . and your whole point of view! Lipstick, 1.10, 2.00. Nail Polish, .60. *Prices plus tax.*

Try also—Noa Noa®, Helena Rubinstein's new Tahitian inspired perfume for your personal paradise! ©1954 Helena Rubinstein, Inc., 655 Fifth Ave., N. Y.





BEAUTIFUL  
HANDKERCHIEFS  
BY

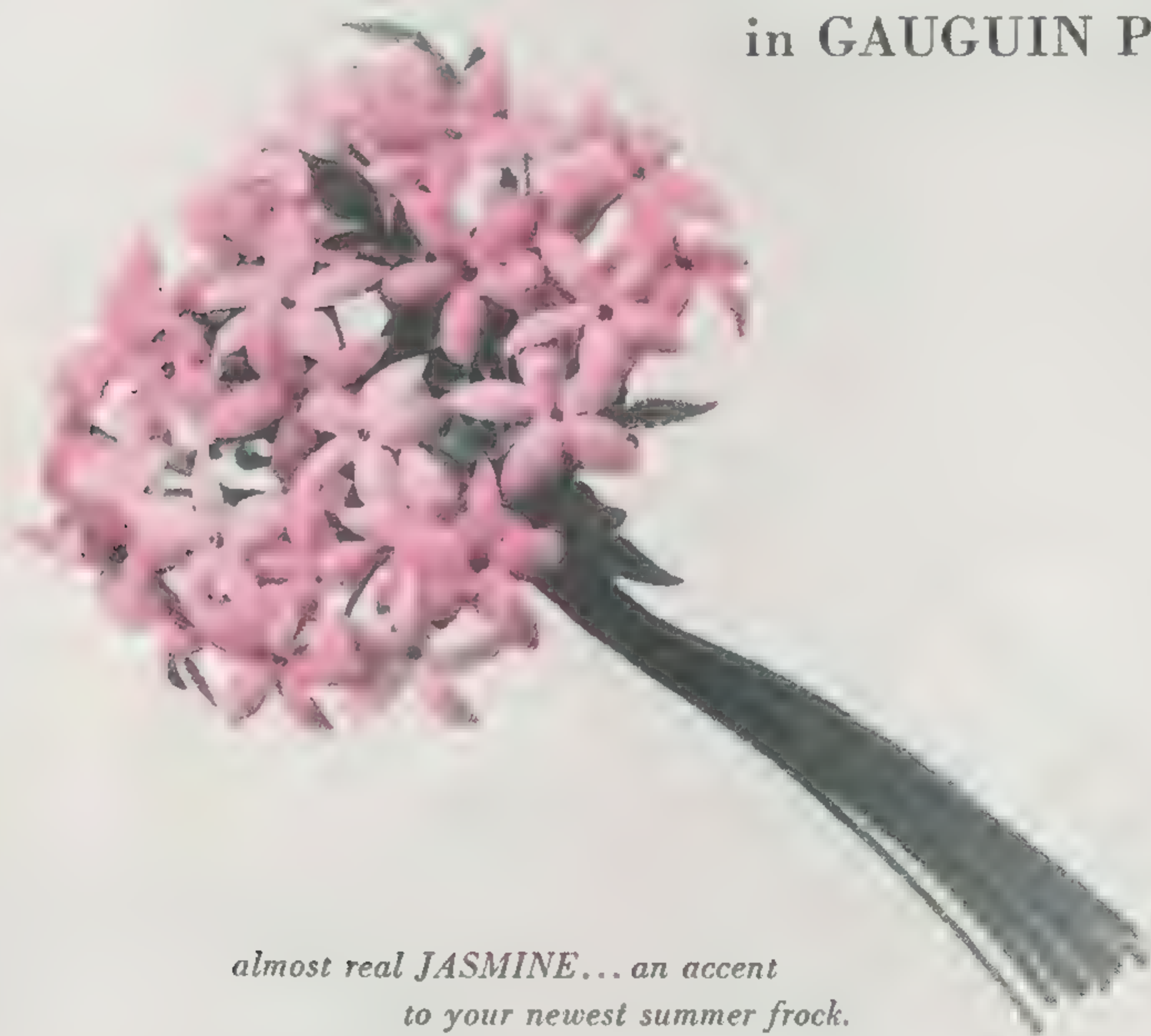


SETS THE MOOD

The tropical splendor of Tahitian flowers and exotic geometric prints from Gauguin's notebook . . . magnificently hand printed on large, sheer squares of imported linen, in the most luscious collection of colors, to complement your Summer whites. About \$1.00 at stores everywhere. Inimitably Burmel . . . look for the label.

BURMEL HANDKERCHIEF CORP., 385 Fifth Ave., New York, N. Y.

*"Flower Modes of the Month"*\*  
in GAUGUIN PINK



*almost real JASMINE... an accent  
to your newest summer frock.  
life-like HIBISCUS...  
worn smartly... high-fashion idea.*

*\*Flower Modes Ltd.* 17 East 37th St., New York 16



*The Hibiscus Headband or Jasmine Bouquet each about \$2.00 . . . at LORD & TAYLOR, New York; JULIUS GARFINCKEL, Washington, D. C.;  
HALLE BROTHERS, Cleveland; and other fine stores everywhere.*



# Carolyn Schnurer fashions in



The excitement of native rhythm captured in subtle, provocative lines. Gauguin pink, blue, grey or bamboo . . . edged effectively in black cotton satin. Sizes 10 to 18. \$14.95

NOA NOA PRINTS INSPIRED BY HELENA RUBINSTEIN'S NEW FRAGRANCE.

**LORD & TAYLOR, New York,** Julius Garfinckel, *Washington, D. C.*; Hutzler Brothers, *Baltimore*; Jenny, Inc., *Cincinnati*;



# Noa Noa prints by **EVERFAST**<sup>®</sup>



A flattering cotton print  
made wrinkle resistant by  
**EVERGLAZE**<sup>®</sup>

for a smart dress inspired by a  
native island costume. Its own  
cummerbund shapes it smartly  
... self frogs fasten it all the way.  
Gauguin pink, grey, blue or  
green. Sizes 10 to 18. \$25



I. Magnin & Co., all stores; Maison Blanche Co., Ltd., New Orleans; Mandel Brothers, Inc., Chicago; Stix, Baer & Fuller Co., St. Louis; John Wanamaker, Philadelphia.





IN 13000 BC  
SMART WOMEN  
WORE NOTHING  
IN 1954 AD  
SMART WOMEN  
WEAR NOTHING BUT  
SEAMLESS  
STOCKINGS BY

*Jane*



# *P*RETTY SMART...


the American woman is pretty smart. Her good taste  
makes her recognize a revolutionary new fashion.  
Her courage makes her try it. Her good judgment  
makes her love it—or loathe it.  
She's only sold if the fashion is basically sound.  
That's what happened with Hanes seamless stockings.  
She tried them. She liked them. Now she's devoted to them.

America's fashion editors are pretty smart. They were  
far-seeing enough to recognize the style potential,  
the sense of the seamless stocking.  
They reported, they illustrated, they endorsed  
the seamless fashion. They made the American woman  
aware of the seamless stocking.

America's fashion stores are pretty smart.  
Their fine fashion sense, their modern thinking,  
make them receptive to sound fashion. So  
they made Hanes seamless stockings available  
to the American woman. They showed them. They sold them—  
and they're selling more and more of them...

for seamless stockings are pretty smart!





**herbert  
meyer**

*Cottons*

SODA STRAW BY MOLLIE PARNIS

...IN COTTON LIGHT AS AIR

AND JUST AS BUOYANT.

WASHABLE AND TEBILIZED. ®





MOLLIE  
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DRESSES OF HERBERT MEYER COTTONS IN JEWEL TONES. SIZES 8 TO 16. ABOUT \$50. EACH

BOTH DRESSES AT **SAKS FIFTH AVENUE**, ALL STORES





## ALWAYS IN FASHION WITH FULL-FASHIONED STOCKINGS

There go the most beautiful legs in the world, American legs . . . in the full-fashioned stockings American women prefer. Full-fashioned stockings look better, feel better, wear better every time. They're custom-knit to fit at every crucial point, with never a wrinkle, a twist, or ugly sag. And only full-fashioned stockings boast the fine back seam with its magic perspective . . . an artist's trick that flatters the leg. So if you want the best in fashion, insist on full-fashioned stockings. It's smarter that way . . .



# The car with 5 built-in chauffeurs



**Power-Lift Windows:** Only Ford, in its field, offers the convenience of push-button control of *all four* side windows. It's a *real* convenience, especially while you're driving.



**Master-Guide Power Steering:** It does up to 75% of your steering work . . . yet leaves you with natural "feel" of steering on straightaways.



## the '54 FORD

● Imagine the fun you'll have—and the work you'll save. "Chauffeurs" will adjust your seat, open or close *all four* side windows, do your shifting for you, help you steer and stop. They're all optional extras that you'd expect to find only in the costliest cars.

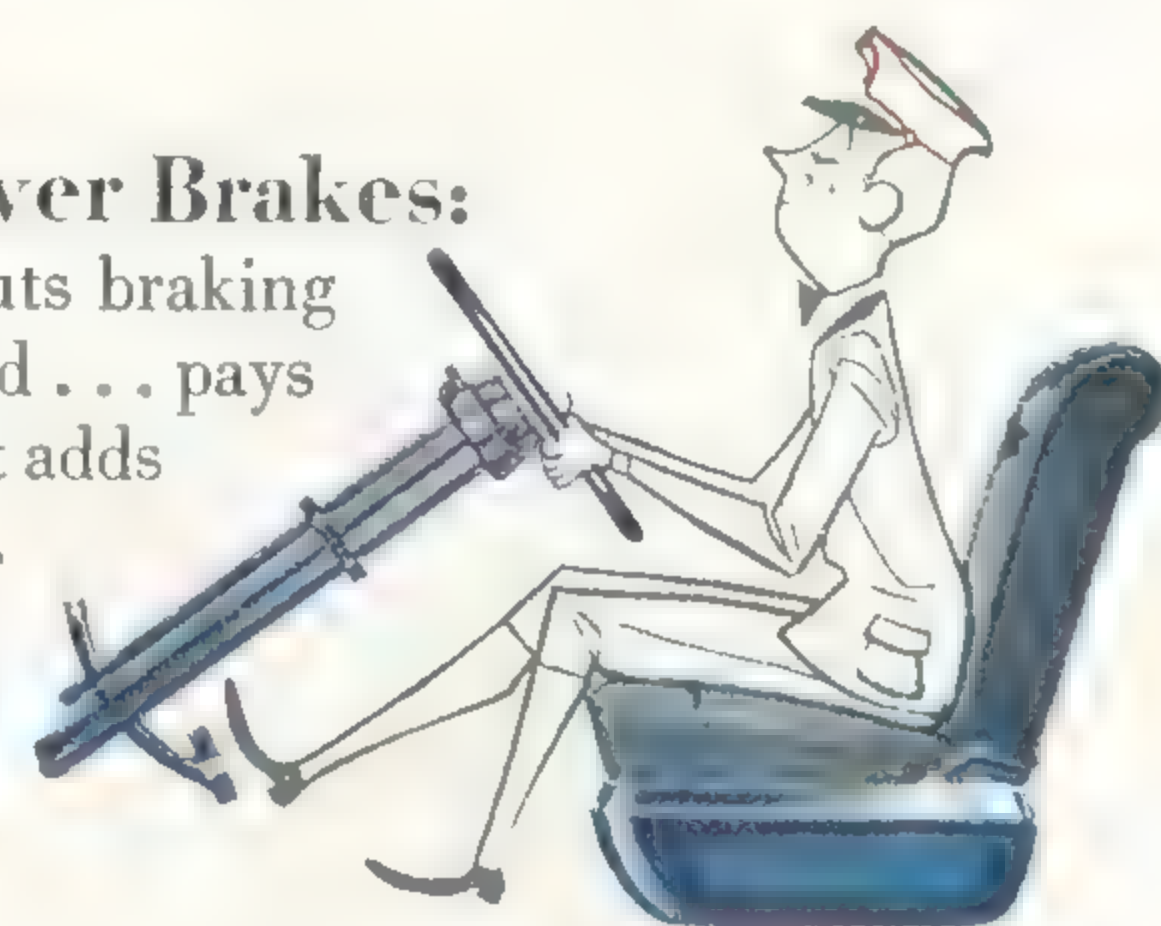
But there are more than these "chauffeurs" to make driving and owning a Ford a delight. You can have your choice of the industry's most modern Six and Eight: the new 115-h.p. I-block Six or 130-h.p. Y-block V-8. Both star in the "go" and savings departments. All Ford models also have new Ball-Joint Front Suspension—the greatest chassis advance in 20 years. And, of course, exterior styling is stunning and new . . . interiors are the most beautiful and practical of any in Ford's field. Make today your day to Test Drive the "Worth More" '54 Ford!



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Your Ford Dealer cordially invites you to Test Drive the '54 FORD



R&K  
Originals

FOR THE LADY WHO KNOWS HER DRESS

*The first lilac. In Stoffel's sheer imported Swiss voile...its bodice, tucked and lace-edged...its skirt, a bloom of unpressed pleats. And the bouquet at its waist, no shrinking violet. Yours, too, in these lovely shades of summer: pink, maize, navy, powder blue. Sizes 10 to 18; 9 to 17. Just \$19.95! At fine stores everywhere or write to R&K Dress Company, Dept. 5V, 1400 Broadway, New York 18, N. Y.*

PHOTO: WARD







**M**unsingwear

**bows to her with "Nosegay"**

*rose-tinted stockings for her floral-tone fashions*

For that important woman in your life on Mother's Day (Sunday, May 9), Munsingwear presents "Nosegay" stockings . . . a tone to blend with blue, lilac and rose-color fashions. Munsingwear stockings will fit all 3-Dimensions of her legs perfectly . . . Length . . . Contour . . . Foot and ankle. Iris (small) Venus (average) Diana (tall) \$1.35 to \$1.95



# Choose American Golfers

IN COTTON OR LINEN

—and be proud of your choice

When you choose America's famous classics you will be proud of their good design, beautiful workmanship and fine fabrics.

To the left: A cotton plaid, fly front—aqua, lime or rose—about \$14.95

Below: In crease-resistant, 100% *Erinore*<sup>REGD.</sup> Irish linen—pink, natural, blue and yellow—with contrasting piping—about \$19.95

Sizes 10 to 20

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MADE BY STRAUS, ROYER & STRASS, Inc. • BALTIMORE, MD.



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a swimsuit created in the finest couturier tradition



Not just another  
swim sheath—but an  
exquisite fashion,  
curved, draped and winged  
like a fabulous  
couturier gown. Every  
precious stitch  
does something wonderful  
for your figure! \$19.95

Created by  
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The Soaring Drape... by **Cole** of California



*your world, in diamond lights*

...proud blazing, and most personal of tributes, a diamond reflects the moving pattern of your days, a husband's loyal devotion. Marking a day of birth, an anniversary, or other great occasion, it will shine on for you, and for your children's children... in his honor, and in your joint estate... a bright, eternal testament of your life and world.

Treasured gift—a two-carat brilliant cut diamond looks magnificent



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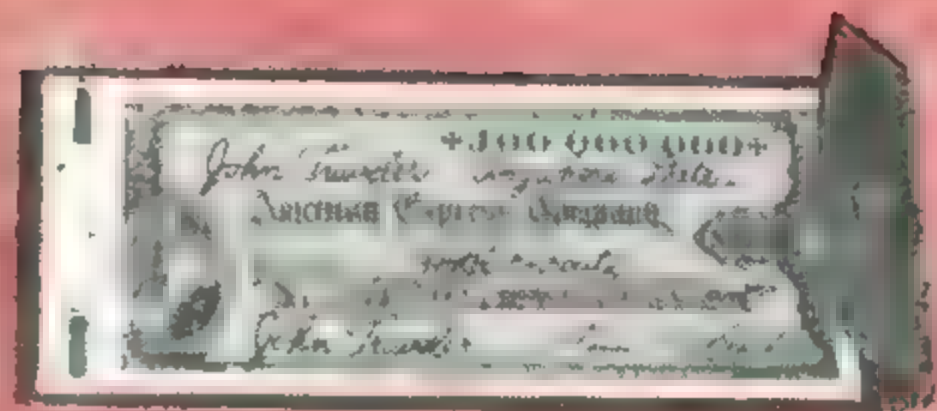
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check swim suit,  
velvet trim, 19.95

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romper with the most glamorous  
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"Pellon-interlined bra to mould  
a glamorous bustline and hold it  
forever. Fabric is a Jantzen-exclusive  
deep sea carnival print, finest  
sanforized and mercerized cotton...  
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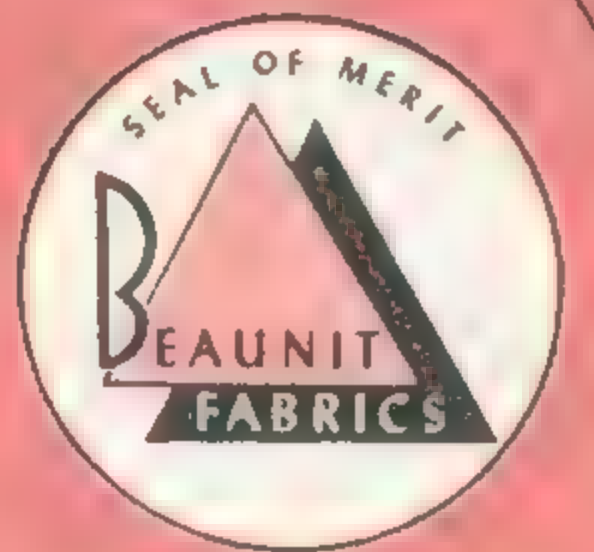
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cotton tops

Casual . . . cool . . . comfortable! It's Beaudit's famous knit cotton terry translated by Jantzen into the fun loving, top-everything shirts of the season. So effortless to care for . . . so easy to live in . . . so lovely to look at!

Left, white with tartan trims, 3.95    Right, in wonderful colors, 2.95



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"miss photo splash," a photogenic suit with the most photogenic lines, marvelous Jantzen "shape-insurance" and a ®Pellon-interlined bra to mould and hold a beautiful figure. Fabric is Rosenstein's Sea-n-Sun\* luralamé, the most magnificent swim suit fabric ever created...silver, copper, gold-acetate, Laton-powered, 18.95.

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C A P R I



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"Milano"...marvel of a knit suit in Jantzen's Kharafleece...snugly-warm, snugly-fitting fabric starring Vicara...softest fiber known to hand. Suit in white with red trim, white with black. Sweater in white with red and black trim only. Small, Medium, Large.

"Milano" suit, \$16.95.

"Milano" sweater, \$14.95.



**V***icara*<sup>®</sup>  
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Vicara, the luxury fiber, is a product of Fiber Division, Virginia-Carolina Chemical Corporation, 500 Fifth Avenue, New York 36, N. Y.

*Willson*



*strapless...with shape-insurance*



*Jantzen*<sup>®</sup>  
decolleté bras  
with Pellon interlining

this is the most perfect strapless bra ever designed, thanks to Jantzen "forever uplift" and "shape-insurance" which combine to give you a lovely bustline and hold it forever without benefit of shoulder straps. This is the strapless bra with an interlining of that marvelous <sup>®</sup>Pellon which you've been hearing about...the great new figuremaking discovery...this is a strapless bra comfortable enough to wear all the time. Finest cotton broadcloth with rose embroideries, winged with elasticized batiste...white 3.95.

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## COTTON...BIG WHEEL IN FASHION!

No doubt about it. Cotton's a VIP (Very Important Plant!). It plays an indispensable part in your plans for summer. *One* plan could be this dress and jacket by **CARLYE** in **PETER PAN** saddlestitch cotton. The button-on jacket hides a sleeveless, scoop-necked charmer. Orange ice, butterscotch, licorice—each on white. Sizes 6 to 14, 7 to 15. About \$35. Younker Bros., Des Moines, Iowa; Meier & Frank, Portland, Oregon; John Wanamaker, Philadelphia, Pa., and other leading stores.

**GUILD OF INDEPENDENT COTTON CONVERTERS**—In cooperation with the National Cotton Council of America.



ARTHUR BEIR & CO., INC.  
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Announcing the new  
...and glamorous  
**DE SOTO AUTOMATIC**  
*Coronado*

Here's the most glamorous DeSoto ever to stop traffic. It's long, low, luxurious. From its ravishing new colors—specially created for it—to leather-trimmed nylon fabrics, it has custom fittings and details you *just don't find elsewhere*.

Turn the key and see how DeSoto Automatic gets its name. The new PowerFlite transmission—finest in the industry—takes you from zero

to you-name-it without lag, lurch or click. The 170 h.p. FireDome V-8 with the world's most powerful engine design puts you ahead fast and keeps you there. Plus Full Time Power Steering and Power Brakes to make it all effortless.

It's a spring tonic . . . on wheels! There's no time like *right now* to see the new Coronado at your dealer's. DeSoto Division, Chrysler Corp.

De Soto-Plymouth dealers present Groucho Marx in "You Bet Your Life" on NBC Radio and TV



**Above:** Distinguished chrome ensemble—set into each of the rear fenders—identifies the Coronado.  
**Left:** With doors removed for the photographer, you see the rich nylon fabrics and top grain leather that enhance Coronado's luxurious interior.





glamorize  
your  
curves in  
SeaMolds



*Show a more glamorous you...charm  
beach companions...wear SeaMolds  
for superlative figure flattery!*



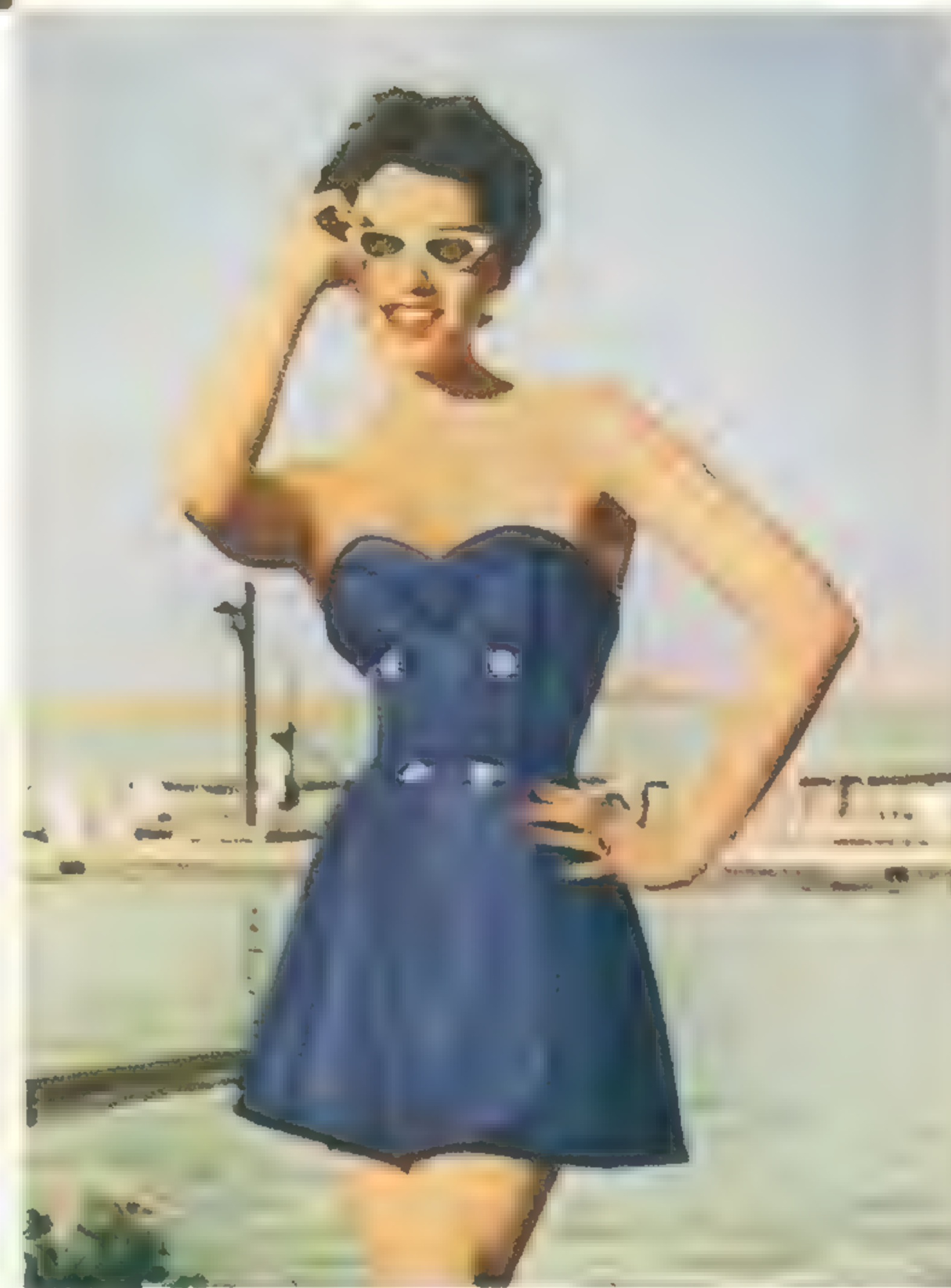
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*when there's a man in the picture...*

# Adelaar

separates



BELTS BY CALDERON. SHOES BY CAPEZ.O. \*SLIGHTLY HIGHER IN THE WEST.

These are the cotton multiples that make your summer . . . endless twosomes that start out early, stay up late. The skirt, a flare of double unpressed pleats, in black, navy, toast, moss, pink sherbet, charcoal, purple, soldier blue, \$6.00\*. The scoop-neck blouse and the shirt-waist blouse, in white, black, pink, blue, maize, bamboo, cantaloupe, lilac, avocado. The jabot blouse, in white, tan, avocado, pink, cantaloupe, with black ric-rac, light blue with navy. Each \$5.00\*. All in fine Sanforized cotton broadcloth, sizes 10 to 18. For store nearest you, write Adelaar, 525 Seventh Ave., N.Y. Lord & Taylor, New York; Hudson's, Detroit; Marshall Field & Company, Chicago; J.W. Robinson, Beverly Hills, Los Angeles; John Wanamaker, Philadelphia; Hutzler Bros., Baltimore; Kaufman's, Pittsburgh; Famous-Barr, St. Louis & branches; Frost Bros., San Antonio; Roos Brothers, San Francisco.





COSTUME BY EMILY WETHERBY, FAIR-AND-PEACHY MAKE-UP BY DUBARRY.

## DuBarry makes you Fair-and-Peachy

**FAIR-AND-PEACHY** is a look, a glow, a pretty change of face, and it's all yours in a matter of minutes!

To look Fair, skim on DuBarry Flatter-glo fluid make-up. And over it, film DuBarry Face Powder. Both in the enchanting new Fair shade to lend your skin the delicate air that makes you look so pretty.

For the Peachy glow, use DuBarry Bloom to blush your cheeks with fresh, young beauty. It's a new texture, a new shade, a whole new concept of rouge! And for your lips, Peachy-Pink, the newest shade in DuBarry color-lasting Lipstick. It's the luscious pink in the heart of a peach. Rich with lip-softening lanolin, too! These DuBarry beautifiers are made by Richard Hudnut of Fifth Avenue and are priced from 1.00 to 1.50, plus tax, at all cosmetic counters.







In Paris, Quai de la Tournelle near Notre Dame.

## What keeps this Givenchy beauty fresh as flowers?

Hubert de Givenchy finds the way to keep this shirtwaist dress looking young and bouffant—he chooses "Orlon" acrylic fiber, here combined with silk in a douppioni surah. He says that, because of "Orlon", this surah can coolly glide through a day in the sun—or even a careful hand washing—and still look as fresh, frosty, and shimmering as the day it was photographed in Paris.

"Orlon" is Du Pont's trade-mark for its acrylic fiber.

One of three fashions made with "Orlon" in Givenchy's spring collection, this dress comes in wonderful Riviera pastels—Casino pink, Capri turquoise, San Remo lemon. In the U. S., by David Crystal. About \$40. Sizes 8-16. In New York at B. Altman; Washington, Julius Garfinckel & Co.; Dallas, Neiman-Marcus; California, I. Magnin and other fine stores.

Du Pont makes fibers, does not make fabrics or garments.

# Orlon®

ACRYLIC FIBER



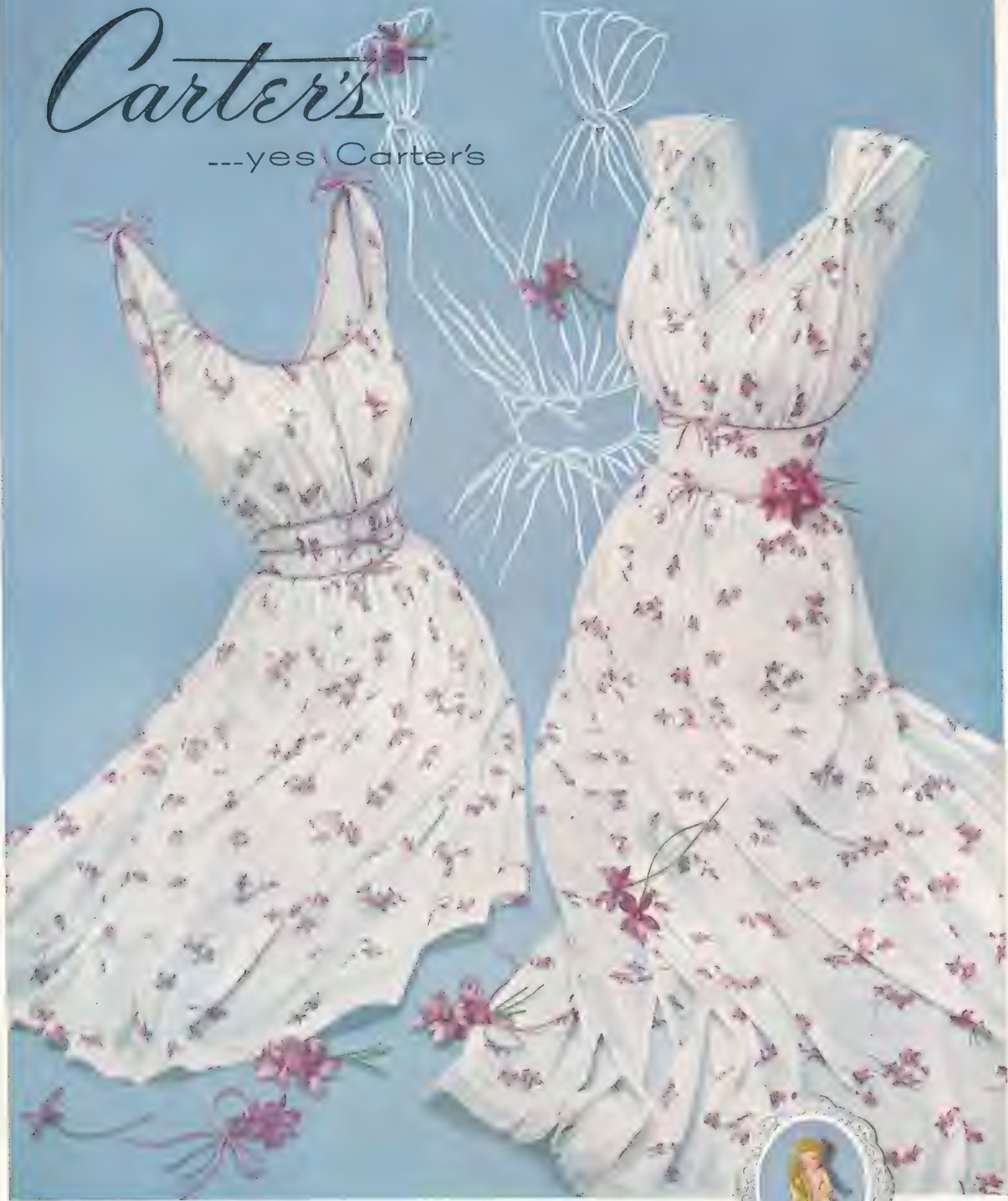
BETTER THINGS FOR BETTER LIVING  
... THROUGH CHEMISTRY

Watch for "Cavalcade of America" on TV.



# Carter's

---yes Carter's



*VIOLETS—SWEET VIOLETS . . . violets on white, violets on blue. A bouquet of Carter's nylon tricot styles to tempt sweetest dreams. Street-length gown with full dirndl skirt. Sizes 32-38. \$10.95. Full-length gown. Sizes 34-42. \$10.95. Sizes 44-46. \$12.95. Not shown—shortie gown. Sizes 32-38. \$8.95. The William Carter Co., Needham Heights, Mass.*



YES . . . MADE BY THE  
MAKERS OF CARTER'S  
FAMOUS BABY CLOTHES.



# Minx Modes

... Sheer Delight ... with its own built-in slip!

You'll thrill to its flattering,

sophisticated "Baby-doll" silhouette;

its wonderful pure silk organdy; its heavenly colors ...

blue, pink, yellow or brown checked in misty grey.

Sizes 5 to 15 ... Under \$23.00

At 2500 Fine Stores  
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| Danville, Ill.      | Kay's                  |
| Danville, Va.       | L. Hermen              |
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IN PERFECT COMFORT!

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fashioned with  
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also matching  
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see yourself in

*Luxite*

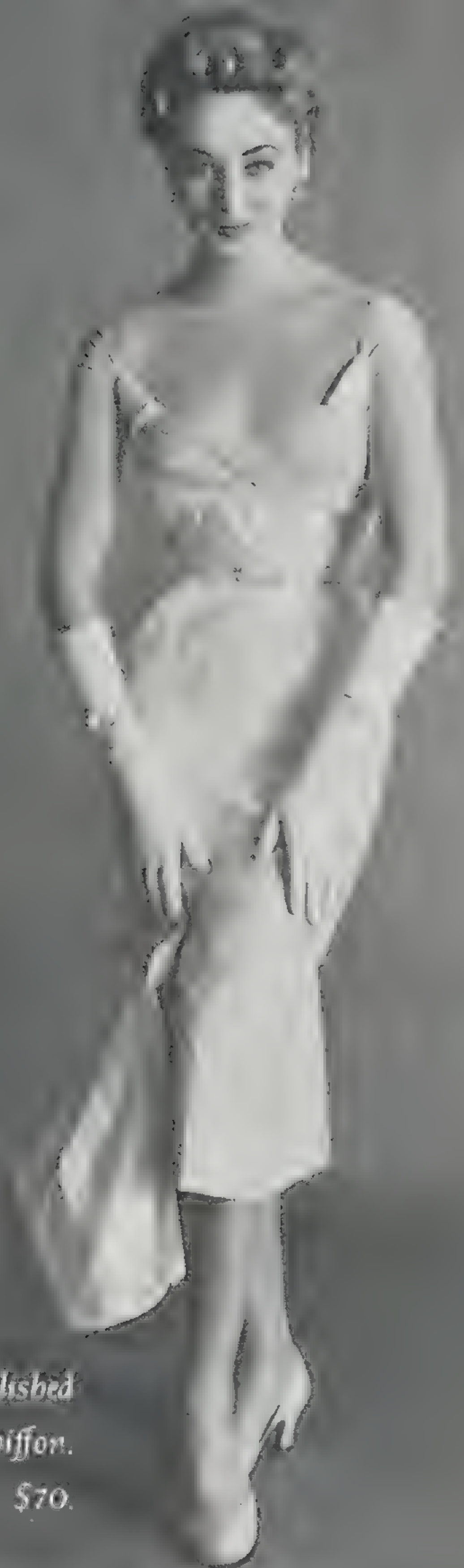
...lovely lingerie and hosiery

Luxite's Fashion-Cued Slip . . .  
the full satinized nylon skirt,  
the complete bodice misted  
with flower-embroidered nylon sheer  
and delicate lace, in Waikiki Rose,  
White or Navy, Sizes 32-40, \$12.95.  
And, as fitting companions, Luxite's  
gossamer glamorous nylon stock-  
ings, naturally yours in color,  
fashion and fit. \$1.35 and up.





Fruit-printed, bell-skirted  
sheer cotton batiste,  
petticoat equipped, \$60.



Embroidered white polished  
cotton with aqua silk chiffon.  
Sheath and jacket, \$70.



New roma-shaped Milan-  
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Bare-backed haltered sheath  
with jacket in Hope Skillman  
woven jacquard, \$50.

*Eisenberg  
Originals*



I'VE TRIED THEM ALL... THERE'S NOTHING  
IN THE WORLD LIKE THE *Bali*  
STRAPLESS



... and when you try this longline strapless in the fitting room, you'll know exactly what we mean.  $\frac{3}{4}$  or full length, white or black; A, B, C cups, **8.50**; D cup, **10.00**. Bandeau, white or black; A, B, C cups, **5.00**; D cup, **7.50**. At all fine stores, or for store nearest you, write to Bali Brassiere Co., Inc., 393 Fifth Avenue, New York 16, N. Y.





# Stop Struggling!

Insist on CROWN, the only zipper die-cast of metal for trouble-free action

Hold your breath . . . pull in your middle, and *maybe* you'll get that zipper closed! It worked all right when you bought the skirt; why is it so balky now? Well, zipper teeth are generally coated with wax for smooth action. Dry cleaning often removes the wax—that's when ordinary zippers get "sticky." They're stamped out of wire, so edges are sharper and rougher. A *Crown* zipper *stays smooth*—it's die-cast of metal, so the teeth have *rounded* edges that mesh easily.

What's more, the Crown teeth are *hot-molded* to the tape, not squeezed on—so it's almost impossible for them to loosen, mis-mesh, and pop open.

A Crown zipper *resists jamming*. All Crown sliders are rigid—won't "give" to allow fabric to be enmeshed in the teeth. If fabric catches in the slider, it's *easily released* by pushing the slider back!

And Crown is the only zipper with BONDFAST®—colored enamel *locked* to

the metal for highest resistance to chipping.

All this, yet a Crown zipper costs no more. So next time, look for a Crown—the *truly different* zipper, die-cast to *stay smooth* for the life of the garment it's in.

## CROWN ZIPPER

A member of the famous  
COATS & CLARK'S O. N. T. THREAD FAMILY  
your guarantee of good value.



# Van Raalte

"BECAUSE YOU LOVE NICE THINGS"

For mothers and others . . .  
Van Raalte's camisole slip in nylon tricot  
accented with nylon lace and embroidery  
. . . perfect this year of the sheer blouse!  
In White, Blue Horizon and Petal Pink,  
at fine stores everywhere, \$14.95

*Other Van Raalte camisole slips from \$6.95*

—AND VAN RAALTE IS FAMOUS FOR GLOVES AND STOCKINGS TOO!





### ARMY TWILL TAKES THE BEACHHEAD

For the resort season, Carolyn Schnurer turned her clever hands to expressing fashion with khaki, Galey & Lord's famous Cramerton Army Cloth.

Now—she's done it again. In playclothes, in swimsuits, Mrs. Schnurer creates a new sensation with Army twill in olive drab, both plain and striped.

Galey & Lord *fabrics from* Burlington Mills

1407 Broadway, New York 18, New York







*Mrs. Gardiner Howland Meyer divides her time between her Montana ranch and her home in San Francisco. She is an expert dry-fly angler, likes skiing and horseback riding. Having three charming children of her own, her favorite charity is the Children's Hospital in San Francisco. Her favorite car? The Nash Rambler Cross-Country shown below.*

## She drives a Rambler

*Come . . . you, too, will fall in love with the new Nash Rambler "Cross Country".*

*Come . . . see a dream of a car, enchantingly styled by Pinin Farina, an entirely new kind of car, a play-and-work car that's smart enough for a Fifth Avenue wedding . . . compact enough for small parking space . . . spacious enough in room and luggage capacity to travel a family of six across America. Probably the most practical car ever designed.*

*Come . . . see how a Rambler sky-tails over the hills . . . conquers traffic with ridiculous ease, and makes a gallon of gasoline deliver up to 30 miles.*

*Ten brand-new Nash Rambler models to choose from—and new lower factory delivered prices start at \$1550\*. Available with Dual-Range Hydra-Matic Drive or Automatic Overdrive.*

\*The Deluxe Club Sedan delivered at Kenosha, Wisconsin; state and local taxes (if any) extra.



*Entirely new, the Nash Rambler "Cross Country" is longer, features 4-door convenience, 6-passenger room; Airliner Reclining Seats and Twin Beds optional. Note the distinctive new "Travel Rack" that adds loads more luggage capacity.*

THE NEW

**Nash**  
Rambler

*Built with a Double Lifetime . . .  
Your Safest Investment Today . . .  
Your Soundest Resale Value Tomorrow*

*Nash Motors, Detroit, Mich.*







MRS. WILLIAM TALBERT WEARS A NEW VERSION OF AN OLD FAVORITE...

SHARKSKIN OF

**Celanese\***

ACETATE, THE BEAUTY FIBER

People who really know clothes have always had a special fondness for Celanese acetate. You cannot match the way fabrics of acetate will make a bodice mold, or a skirt fall beautifully.

You cannot find anything with the same marvelous *feel*, or the same richness. The pet of summer acetate fabrics has long been acetate sharkskin—developed by Celanese—with its familiar ease, its dazzling whiteness, its way of looking wiltless forever. Mrs. William Talbert, wife of the famous tennis player, is photographed here at the Town Tennis Club in a favorite sharkskin costume. It is B. H. Wragge's spectacular idea—a spectator dress of sharkskin with a skirt that closes over the front.

And then when you walk or sit—there are those wonderful trousers beneath! It is Cohama's fabric. The color is white only. Sizes are 10 to 16. About \$55 at The Halle Bros., Cleveland;

Neiman Marcus, Dallas; Bonwit Teller, New York; John Wanamaker, Philadelphia; I. Magnin, San Francisco; Scruggs Vandervoort & Barney, St. Louis. Celanese Corporation of America, New York 16.

\*Reg. U. S. Pat. Off.





COLOR COORDINATE YOUR ENTIRE COSTUME WITH

Gotham Gold Stripe®

COLOR-KEYED\* . . . the only stockings in the world with tiny colored keys at the top to tell you the basic costume color with which they should be worn. Diaphanous, lovely nylons in exciting leg-tones, keyed to wear with the season's smartest colors.

MAKERS OF LUXURIOUS NYLON TRICOT LINGERIE AND BEAUTIFUL NYLON STOCKINGS



©G. H. CO., INC. \*TM



...and the night shall  
be filled with music



TAKA DOUGHI

TABU PERFUME

the "forbidden" perfume by *Dana*<sup>®</sup>

PARIS • NEW YORK



# Vogue's Travelog

A DIRECTORY OF FINE HOTELS AND RESORTS

WRITE FOR RESERVATIONS TO THESE—"AS SEEN IN VOGUE"

## COLORADO

### GRANBY

**Shadow Mountain Ranch.** Outstanding Ranch, informally, but carefully operated for families. Modern guest cabins, 30 guests. May-October.

### GRAND LAKE

**Onahu Ranch.** Friendly mountain guest ranch. Noted for food. Fun & rest for the entire family. Daily rides. Rodeo every Sunday.

**Motor Through the West** this Spring. You'll have a wonderful vacation; Vogue's Travelog will help you choose the finest places to stay.

## FLORIDA

### CLEARWATER



Fort Harrison Hotel

Under famous Jack Tar management. Open year-round. Special summer rates. Private beach for guests on Gulf. Parking facilities. Facilities of Fort Harrison Athletic Club. Swimming pool and tropical patio. TV in most rooms. 24-hour Coffee Shop. Hour-Glass Lounge. Colonial Dining Room. Contact Ward Weakley, Manager, Fort Harrison Hotel, Clearwater, Florida.

## GEORGIA

### SAINT SIMONS ISLAND

**King & Prince Hotel.** Year 'round resort. E. P., directly on ocean, pvt. beach & pool; dancing, fishing, riding, golf. Near Brunswick, Georgia.

## MAINE

### BELGRADE LAKES



The Belgrade Hotel & Cottages

Maine's outstanding lake resort. Modern accommodations. Private mile long shore front. Warm days, cool nights. Private golf course. Tennis, fishing, water sports, dancing. Cocktail lounge. Enjoy Maine's finest food in beautiful lake view dining room. Rates from \$5 per person. Meals: Breakfast from \$1.50—Lunch from \$1.25—Dinner from \$1.50. Free literature. Write: Mr. Ricker, Belgrade Lakes 9, Maine.

### BETHEL

**Bethel Inn.** In Maine foothills of White Mts. Golf, shuffleboard, tennis, putting, bathing, boating. Open June-Oct. Amer. Plan. Peter Schutt, Mgr.

### BOOTHBAY HARBOR

**Sprucewold Lodge & Cottages.** A combination of modern resort facilities & rustic charm by the ocean, pvt. beach, SW pool, social entertainment, A. P.

### CAMDEN

**Whitehall Inn.** Distinctive Inn where mts. meet sea. Gracious atmosphere, fine food. Active summer community. June 20-Oct. 12. Folder. R. C. Hurlburt.

### GREENVILLE JUNCTION

**Squaw Mountain Inn.** A beautiful estate on Moosehead Lake. Pvt. golf course. All water sports. June into Sept. No Hay Fever. Excellent food.

## Bermuda: purely holiday

**B**ermuda has no income tax and no public debt. It exports sun-tanned visitors and, of course, its famous lilies. Cars are limited to twenty m.p.h., and there are no billboards. These improbable little islands (mid-Atlantic is a singular location for an almost-tropical coral atoll) have one pleasant occupation: relaxing. They used to be busy with privateering and green-grocerying for New York (potatoes came to this country via Bermuda) and military fortifications. But Bermuda is now more strategic for vacations than coaling stations, and its colourful past furnishes an amusing spiel for horse-and-carriage drivers—and even taxi drivers have to pass an exam on the Colony's history to get a driving license.

Bermuda is about three hours from New York by plane—and this trip is a travel bargain as well as a timesaver. Pan American and Colonial Airlines make daily flights to Bermuda for less than \$100 plus tax, round trip. By sea, Bermuda is about forty hours from New York via the Furness Bermuda Line. Ships sail every Saturday afternoon, arrive in Bermuda first thing Monday morning. The most exciting way to go to Bermuda next month: the Biennial Ocean Yacht Race from Newport, Rhode Island, to St. David's Head, Bermuda. This race involves yachts from 35 to 72 feet over-all, and gets underway June 19.

## MAINE

### ISLE AU HAUT



Point Lookout Club

—with cottages—ideally situated on a beautiful island in Penobscot Bay. Tennis, hiking and fishing, salt and fresh water swimming, simple living, cool nights with open fires. No telephone. Address inquiry P.O. Box 1422, Boston 4, Mass.

**Get The Travelog Habit . . .** the hotels and resorts listed are for your convenience. When making reservations mention Vogue magazine.

### KENNEBUNK BEACH

**The Narragansett By-The-Sea.** On beautiful sandy beach. All sports. Lawn luncheons. Delicious Maine meals with lobsters, sea food.

### KENNEBUNKPORT

**The Colony.** Directly on ocean, pvt. beach. Recreation program, bar, lobster on every menu. Golf nearby, tennis, riding, fishing & churches. Box 511D.

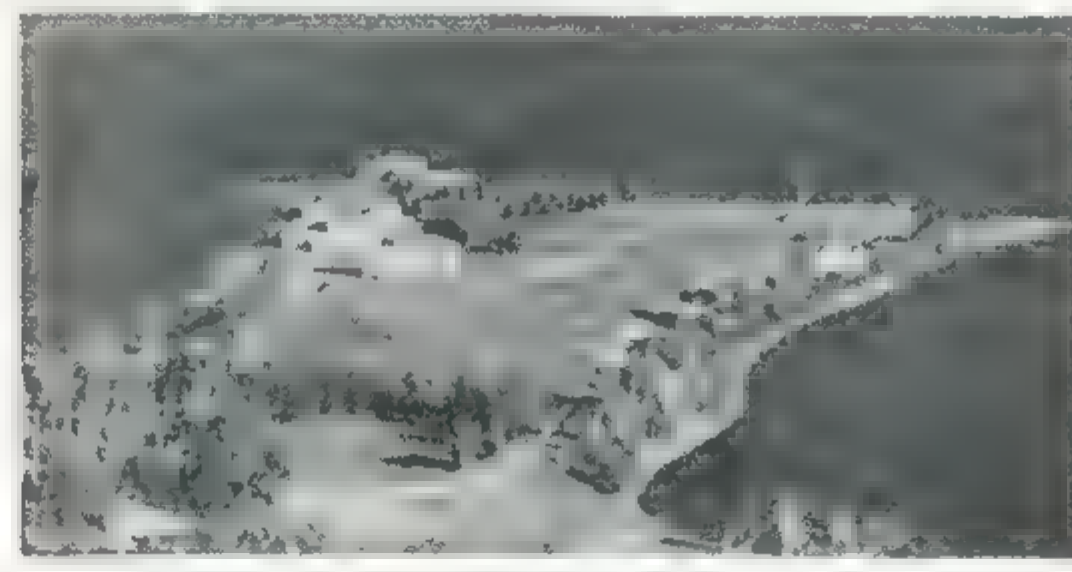
### OGUNQUIT

**Sparhawk Hall.** At salt water's edge. Sports, relaxation, spacious sun deck, excellent meals, varied social program. Open June 28. Color folder.

**"As Maine goes, so goes the nation" . . .** after a vacation to this scenic New England state you'll know why!

## MAINE

### KINEO



The Mount Kineo

Maine's newest, most complete Resort Hotel. On beautiful Moosehead Lake. Secluded as the big Maine woods, yet as nicely appointed as the finest home. Championship swimming pool, golf, tennis, fabulous fishing. Excellent food, cocktail lounge, friendly social life, pollen-free air. Also cottages. Late-June to Sept. 8. Kineo, Maine.

### YORK HARBOR



The Marshall House

Maine's distinctive seacoast resort hotel provides everything for rest and recreation. Salt water pool, tennis, golf, fishing, boating. Beach club buffets and clambakes, a gay social program, nightly entertainment, dancing. Superlative meals. Cocktail lounges. Also The Emerson House, charming family Inn. Write E. W. Marshall, Pres., or contact Wm. P. Wolfe, 500 5th Ave., N. Y., or your local travel agent.

## MASSACHUSETTS

### ANNISQUAM (GLOUCESTER)

**Annisquam Inn.** Small, gracious. Glorious view, pvt. sandy beach, boat trips, fishing, artist colonics. Mid-June—mid-Sept. From \$54 a week A.P.

### CHATHAM

**Chatham Bars Inn** & non-housek'p'g cottages overlooking ocean. Private beach, golf, tennis, cocktails. Early June to late September. Am. Plan.

### COONAMESSETT (CAPE COD)

**The Treadway Inn** at COONAMESSETT. P. O. No. Falmouth. 18 hole golf course, riding stable, tennis courts, private lake beach on property.

### EAST NORTHFIELD

**The Northfield.** Your favorite sport on our scenic 250-acre estate. Perfect comfort, good food, informal social events. Open all year. Picture folder.

### NANTUCKET



Nantucket Island

A romantic picturesque island 30 miles at sea yet only an hour by air from N.Y. or Boston. Miles of white sand beaches, surf bathing (water averages 72°), all your favorite sports, entertainment galore. Artists' Colony. Modern Hotels, Inns, Guest Houses. Excellent Restaurants. Free illustrated booklet. Nantucket Information Service, Nantucket 5, Mass.

### NANTUCKET ISLAND

**The White Elephant Hotel and Cottages**—directly on the harbor—fine food—relaxed gracious living—Owner-mng.—Tel. Nantucket 640.

### OSTERVILLE 9 (CAPE COD)

**East Bay Lodge.** Restful surroundings. Fun and companionship with congenial families. All sports. Excellent meals, lounge. \$12 up daily. A.P. Folder.

### PROVINCETOWN (CAPE COD)

**Provincetown Inn.** Located at tip of Cape Cod. Operating on European Plan. 60 rooms with private bath. Chester V. Peck, Manager.

### SWAMPSCOTT

**New Ocean House**—on the picturesque North Shore. Seashore and country environment. Open May to Nov. Booklet. Clement Kennedy, Pres.

### WELLFLEET ON CAPE COD

**Mayo Hill Colony Inc.** Vacation houses for 2 or 4. Pvt. Beach, casserole kitchen, maid service. By reservation. N. Saltonstall, Pres., 53 State St., Bos.

**Massachusetts . . .** a vacation "must" which offers a wide variety of sports and entertainment to the young and old alike.

## NEVADA

### LAKE TAHOE

**Glenbrook Inn & Ranch.** Our own golf course, horses, tennis, sand beach, rodeos. One hour from Reno. Amer. Plan May-Oct. Glenbrook, Nev.

## NEW HAMPSHIRE

### FRANKLIN

**The Log Cabin.** On Webster Lake. Unusual cottage colony on pine bluff beside lake. Central dining room. Many sports. Mr. & Mrs. R. Johnson.

### JACKSON

**Eagle Mountain House.** A square mile private estate with golf course, sand beach, swimming pool. Social program, movies, June 25 to Oct. 13.

**Whitneys'.** A charming Inn of comfort and good cheer. Private swimming pond. Sports, rest, good food. Folder. H. K. Whitney.

VOGUE incorporating Vanity Fair



## NEW HAMPSHIRE

### SUGAR HILL 18, (WHITE MTS.)

**Sunset Hill House.** All sports FREE, inc. golf. Children's Playground. Informal Social Life. Nightly Entertainment. Cocktail Lounge. W. R. Swift.

## NEW JERSEY

### ATLANTIC CITY



#### Hotel Dennis

Right on the sea. In a gracious family-type hotel. A rare combination of turn-of-the-century service and a modern luxury setting. Every delight in activity and relaxation. Golf, riding, sun deck resting, health baths; intermural movies, special entertainments, dancing. Moderate rates. For reservations call Atlantic City 4-8111.

### ATLANTIC CITY

**Marlborough-Blenheim.** At the edge of the sand & sea. Ocean-front sun decks, porches, solarium. Evening entertainment. Fresh and salt water baths.

### PRINCETON

**Princeton Inn.** Charming inn with Early-American atmosphere. Inviting accommodations, delicious food. 100 rooms. Adjoining Princeton campus.

### SPRING LAKE

**The Monmouth Hotel.** A famous hotel in a famous resort 50 miles from New York. Ocean Front. Private Beach. Open June 18. James J. Farrell, Mgr.

### SPRING LAKE BEACH

**The Essex & Sussex.** One of America's truly fine seashore resorts. Pvt. Beach. Golf. Open June 24. Early season space available. C. S. Krom, Mgr.

## NEW YORK

### COOPERSTOWN



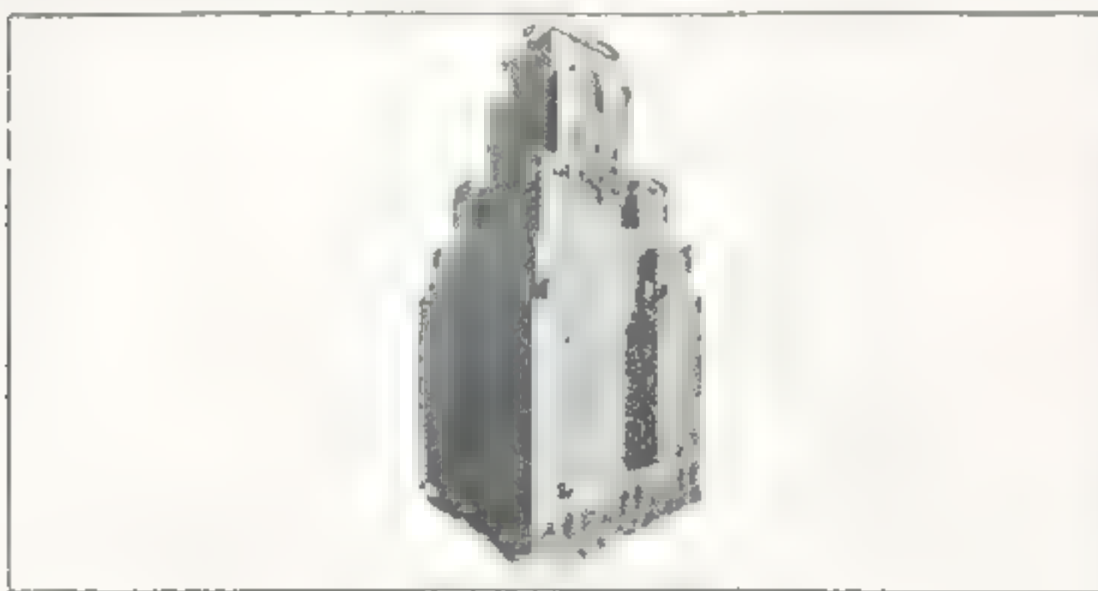
#### The Otesaga

On beautiful Lake Otsego. Adjoins 18 hole golf course. 140 cool rooms, spacious porches, beautiful lawns. Swimming Dock, Shuffleboard, Croquet. Near Cooperstown's famous museums, Baseball Hall of Fame, Fenimore House. Rates \$10 day up inc. meals. July 1 to Sept. 6. A Treadway Inn. H. J. Merrick, Jr., Mgr. N.Y. Office: Robert Warner, JUDSON 6-5500.

### LAKE GEORGE

**Top O' The World Lodge.** Private 9 hole golf course. Sandy bathing beach. 25 saddle horses. Summer cottages for rent. Convenient Saratoga races.

### NEW YORK CITY



#### The Barbizon

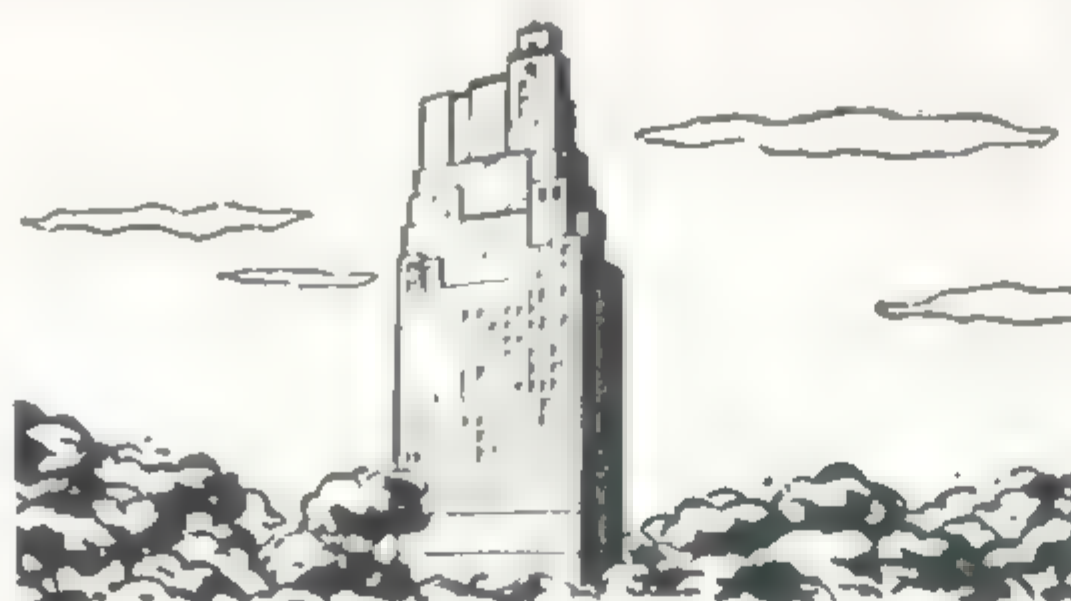
New York's most exclusive hotel for young women is the favorite residence for young women with good backgrounds who are determined to achieve success in New York. Numerous intellectual and recreational facilities in addition to a fashionable address. From \$3.75 daily. Weekly on application. Write for booklet T, The Barbizon, Lexington Ave. at 63rd St., N. Y.

## NEW YORK

### NEW YORK CITY

**The New Weston.** Madison Ave. at 50th St., at the center of business and social life. Weston Court, English Lounge and Restaurant. A Knott Hotel.

### NEW YORK CITY



#### St. Moritz on-the-Park

New York's only truly continental hotel overlooks the grandeur of Central Park. All conveniences at hand—the smart shopping districts, theatres and points-of-interest. A gourmet's paradise—home of the Cafe de la Paix and Rumpelmayer's. Luxury supreme at modest rates. Color brochure on request. 50 Central Park South. Charles G. Taylor, President.

### NEW YORK CITY

**The Westbury.** Madison Ave. at 69th St. Distinguished clientele. Attractive rooms & suites. Famous Polo room—bar and restaurant. A Knott Hotel.

## PENNSYLVANIA

### EAGLES MERE



#### The Lakeside and The Forest Inn

Famed resorts, 2200 feet high in the cool Alleghenies, offer delightful summer vacation pleasures, 30 miles from Williamsport. Friendly, hospitable atmosphere, delicious meals. Excellent golf on a beautiful breeze-swept plateau. Swimming, boating, riding and fishing. Summer Theatre, dancing. Supervised children's play. Season: May 29-October 15.

### ECHO LAKE



#### Vacation Valley

Poconos 700 acre informal Honeymoon-Holiday Resort. Deluxe private cabins or rustic cottage accommodations. Meals, orchestra dancing nightly in \$100.000 Club. White sand beach on private Echo Lake. Boats & canoes. Tandem Bikes. Riding Stables, Tennis, Ping Pong, 9-hole Golf Course, Bowling, Movies. Late Sleepers' Breakfast Bar. \$55-\$80 weekly, now thru Oct. Write for color booklet: Vacation Valley, Echo Lake 8, Pa.

### HERSHEY

**Hotel Hershey and Cottages.** One of America's finest. Delightful living. Open year 'round. Hershey, Pa. Joseph Cassler, Managing Director.

### SHAWNEE-ON-DELAWARE

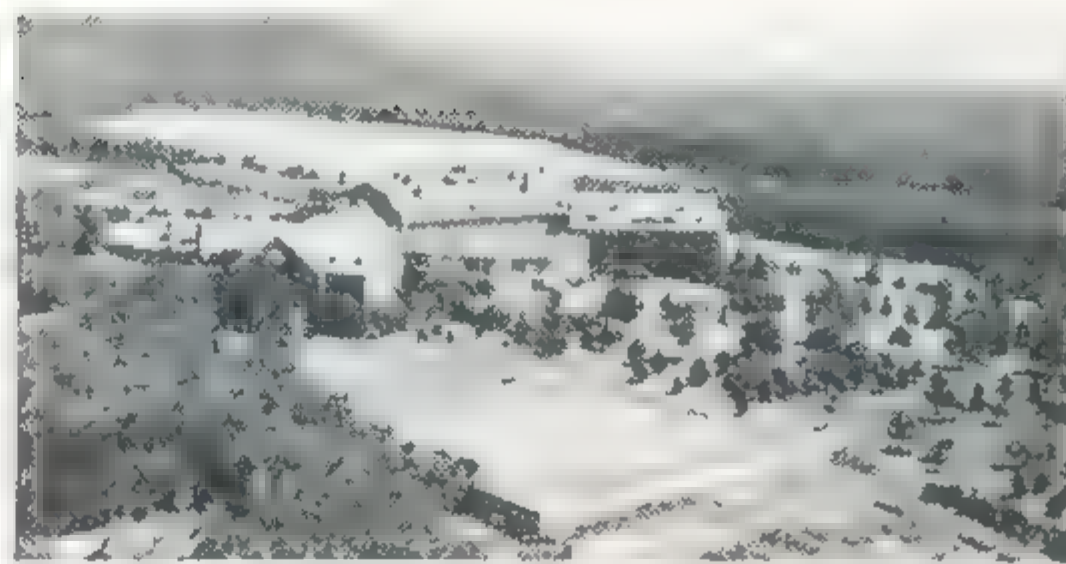


#### Shawnee Inn

Outstanding for comfort, relaxation and colorful, congenial atmosphere, Shawnee is called "one of the East's truly fine resorts". The world-renowned golf course, like all Shawnee sport and game facilities, is designed for pure pleasure. Supervised children's activities, unexcelled food and service make a Shawnee vacation unforgettable. Stroudsburg 140. N. Y. Office: JUDSON 6-5500. In Phila. phone PENNYPACKER 5-0608.

## PENNSYLVANIA

### SKYTOP



#### Skytop Club

Golf on a thrilling 18-hole course, "High in the Poconos." Excellent riding over 5500 acre estate. Tennis, bicycling, lawn bowling. Miles of private trout streams. Scenic environment invites relaxation. Indoor games, dancing, movies. Long celebrated for superb cuisine. Only three hours from N.Y. or Phila. Write for Honeymoon booklet, Skytop Club, Box 21, Skytop, Pa.

## VERMONT

### AVERILL

**Quimby's Club & Inn,** in Vermont's "Northeast Kingdom", Quebec border. Memorable dining, cottages, beaches, sail, swim, tennis, fish.

### BRANDON

**The Adams.** Distinctive modern cottages, quiet, restful, in Green Mts. May 15-Oct. 15. A.P. Rec. Duncan Hines—A.A.A. Erica and Bob Adams.

### DORSET

**Barrows House.** A charming Inn noted for food and comfort. Golf, Tennis, Summer Theater. Artists, writers, honeymooners. A.P. Opens May 15.

### STOWE (MT. MANSFIELD)



#### The Lodge at Smugglers' Notch

Gracious vacation living in a splendid mountain setting. Private heated swimming pool, tennis, fishing, Morgan horse riding. Golf nearby. Modern spacious rooms. Renowned European cuisine, Epicurean wine cellar. Cocktail lounge, game rooms. Aerial Chair Lift or Auto Toll Road to 4393-ft. summit. Write for folder or phone Stowe 6-3311. Nicholas V. Mara, Mgr.

## VIRGINIA

### HOT SPRINGS



#### The Homestead

This fabulous hotel, on its own 17,000-acre estate in the prettiest part of the Alleghenies, is in a class all by itself. The Homestead people say a visit there is "the classic vacation of the Americas," and that's just what it is. Service, accommodations, and facilities for golf, tennis, riding, skeet, etc., are absolutely superb. Write Mr. Fay Ingalls, pres., The Homestead, Hot Springs, Va.; Offices in New York and Washington.

## BAHAMAS

### NASSAU

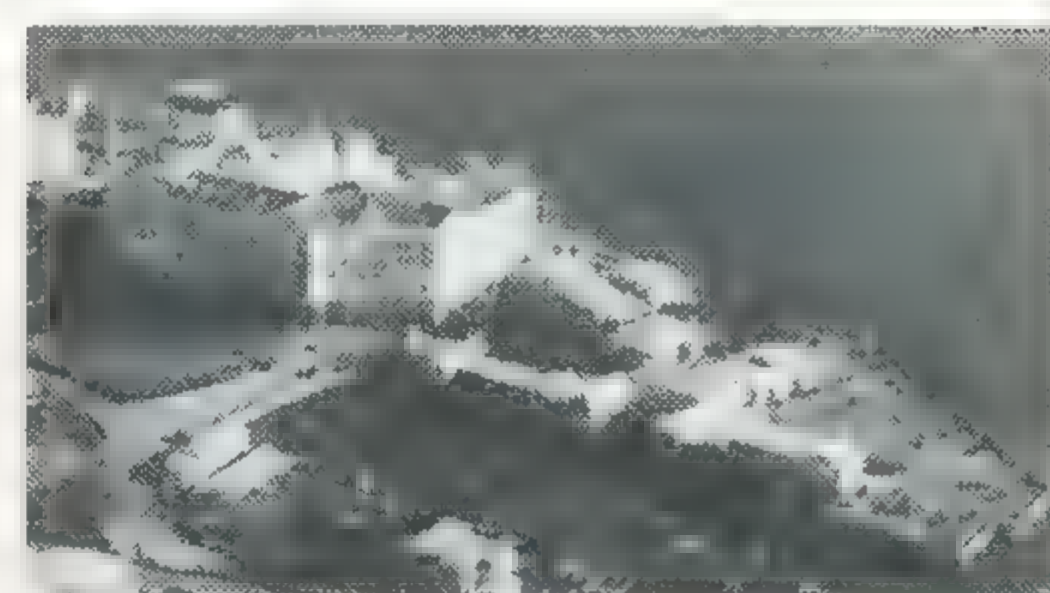


#### The Fort Montagu Beach Hotel

Nassau's most popular hotel in the gay Bahamas. Famous for food, service, all sports . . . golf and tennis on hotel grounds, water-skiing and fishing. The Fort Montagu Beach Hotel right on the water front features Nassau's largest private beach. Open all year. Low summer rates Apr. 15—Oct. 31. G. Walter Fender, V.P. and Gen. Mgr. Reservations through your travel agent or New York Office, 630 Fifth Ave., CI 7-7697.

## BERMUDA

### HAMILTON

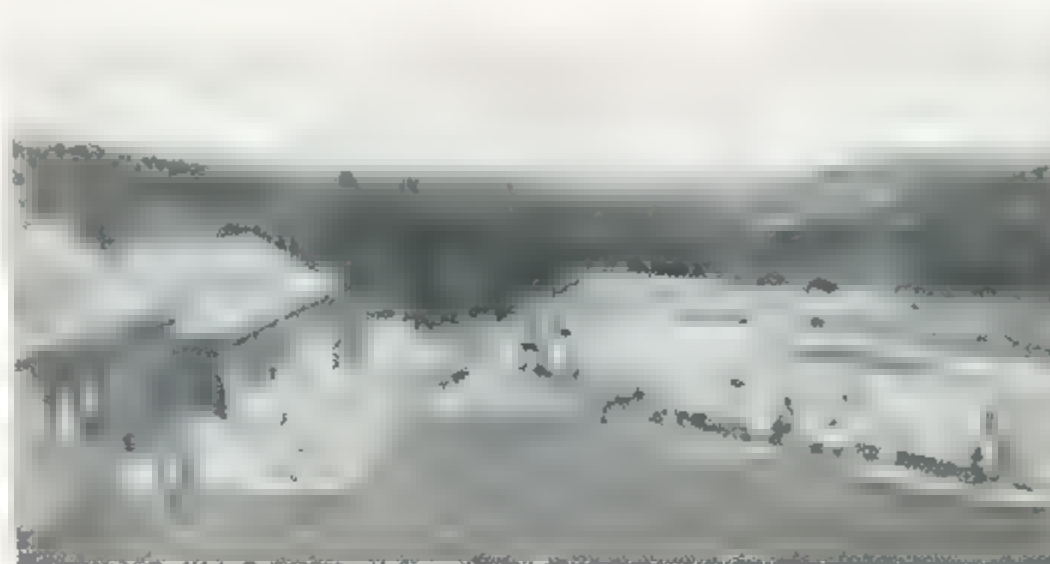


#### The Princess

The sea around us . . . the sun, the blue sky and coral sands reflect the color and variety of life at the Princess. From \$14 per person per day, 2 in a room, including 3 meals daily. New York Office: Chrysler Building, STillwell 6-6848 or STillwell 6-5858, or see your travel agent.

## CANADA

### MONT GABRIEL, P.Q.



#### Mont Gabriel Club

The incomparable 1200-acre mountain-top resort—in the heart of the Laurentians—offering every facility for a happy holiday. Beautifully appointed rooms with fireplaces and private baths in Main Club, also cottage accommodations. Exceptional French-Canadian cuisine. Illustrated folder. Situated 40 miles north of Montreal—2 miles before Ste. Adele.

### MONT TREMBLANT, P. Q.



#### Mont Tremblant Lodge

This famed French Canadian village-resort is a storybook vacationland. 6000 acres in the scenic Laurentians on a sparkling 10 mile lake. Swim, sail, ride, golf. All weather tennis courts. Dancing, cocktails, superb cuisine. Supervised play for children. Moderate summer rates. 90 miles from Montreal. Reservations: Mrs. J. B. Ryan, Mont Tremblant Village, P. Q. Canada.

### STE-ADÉLE-EN-HAUT, QUÉBEC



#### The Chantecler

"One of Canada's Outstanding Resorts". An Hotel and Cottage Colony 45 miles north of Montreal in The Laurentian Mountains. Open 365 days yearly since 1938 under same owner and same manager. Patrons of all ages consider it to have superior facilities and accommodations, thoughtful service and an interesting atmosphere. Brochure available from Emile E. Marin, Box 170, Ste-Adèle-en-haut, Québec.

## VIRGIN ISLANDS, U.S.A.

### ST. THOMAS

**Virgin Isle Hotel.** A magnificent pleasure resort in a spectacular setting. Superb climate, all sports. New York Office, 730 Fifth Avenue, PLaza 7-5253.

**THE Travelog** section is listed for your information and convenience when planning a vacation or holiday. The hotels and resorts listed excel in hospitality, food and pleasant atmosphere. **WHAT VOGUE SAYS: GOES!**



1 5 Wardrobes for

5 Different Kinds of Week Ends:

country • golf • beach

the air-conditioned

the completely social

2 New Coolness in Men's Clothes:

town • country • beach

new colors, too!

3 The Summer Shoe Story contd.

late news

good news: they'll be in shops

across the country

4 Vogue's Couturier

Pattern Wardrobe

5 Travel Bulletin—9 Countries

(including W. H. Auden's

delightful map of unexpected places

to explore in England)

6 New Reducing Diets,

with Sugar and Bread

*reasons for buying  
the May 15th Vogue*

ON YOUR NEWSSTAND MAY 14TH

Vogue





Cool... Refreshing



# Nylon ade

Sunsuits by Littlecraft

Topper Sets by Jolie of New Orleans



## JOLIE TOPPER SET

Two piece girls' diaper shirt and plastic lined panty in nylon plisse. French nylon lace trim. S-M-L-XL. Pink, mint, maize.

## JOLIE TOPPER SET

Two piece, boys' diaper shirt and plastic lined panty in nylon plisse. S-M-L-XL. Blue, mint, maize.

## LITTLECRAFT TOPSY PRINT

Printed nylon plisse rhumba sun suit with matching ric rac trim. Sizes 1 to 6. Red only on white ground.

## LITTLECRAFT BLOOMER GIRL

Nylon plisse with luscious candy stripe. French nylon lace trim. Sized for ages 9, 12 and 18 months and 1 to 3. Red on white ground.

## LITTLECRAFT BALLERINA

Nylon sheer with flocked dot, plastic lined panty, French nylon lace trim. Sized for ages 9, 12 and 18 months and 1 to 3. Pink, blue, maize.

## LITTLECRAFT PETIT SWISS

Nylon sheer with flocked dot. French nylon lace trim. 1-2-3. Pink, blue, maize.

Strictly "sun-sational!" That's the only way to describe these darling creations for the wee citizens of "Toddertown."

All styles in super washable, quick drying 100% nylon by ROBBINS MILLS . . . and at a mere pittance . . . about \$3.

At these and other leading stores

Asheville, N. C. .... Ivey's, Inc.  
Atlanta, Ga. .... Davison, Paxon Co.  
Baltimore, Md. .... Stewart & Co.  
Boston, Mass. .... Filene's  
Brooklyn, N. Y. .... Martin's  
Buffalo, N. Y. .... Wm. Hengerer Co.  
Charlotte, N. C. .... J. B. Ivey & Co.  
Chattanooga, Tenn. .... Miller Bros.  
Columbus, Ohio. .... F. R. Lazarus  
Corpus Christi, Texas. .... Lichenstein's

Dallas, Texas. .... Sanger Bros.  
Dayton, Ohio. .... Elder & Johnston  
Denver, Colo. .... Denver Dry Goods  
Detroit, Mich. .... J. L. Hudson  
Ft. Wayne, Ind. .... Wolf & Dessauer  
Grand Rapids, Mich. .... Wurzburg Co.  
Greenville, S. C. .... Ivey-Keith Co.  
Hartford, Conn. .... G. Fox & Co.  
Kansas City, Mo. .... Emery-Bird-Thayer  
Knoxville, Tenn. .... Miller's Inc.  
Los Angeles, Cal. .... Broadway Dept. St.

Louisville, Ky. .... Stewart D. G.  
Milwaukee, Wisc. .... Ed Schuster & Co.  
Minneapolis, Minn. .... Powers D. G. Co.  
Nashville, Tenn. .... Cain-Sloan Co.  
Newark, N. J. .... L. Bamberger & Co.  
New Orleans, La. .... D. H. Holmes Co.  
New York, N. Y. .... Bloomingdale's  
Oakland, Cal. .... H. C. Capwell Co.  
Omaha, Neb. .... J. L. Brandeis Co.  
Orlando, Fla. .... Yowell-Drew-Ivey Co.  
Philadelphia, Pa. .... John Wanamaker

Pittsburgh, Pa. .... Jos. Horne Co.  
Providence, R. I. .... Gladding's  
Raleigh, N. C. .... Ivey-Taylor Co.  
Rome, Ga. .... Miller Bros. Co.  
Sacramento, Cal. .... Weinstock Lubin  
St. Louis, Mo. ....  
Scruggs Vandervoort Barney  
Salt Lake City, Utah. .... Auerbach Co.  
San Francisco, Cal. .... Emporium  
Scranton, Pa. .... Cleland-Simpson Co.  
Wash., D. C. .... Woodward & Lothrop





*spring's prettiest look begins with*

**M A R T E X**

*"Petticoat Stripe" towels*



To transform a winter-weary bathroom into something beautifully gay and becoming to you...

Martex Petticoat Stripes... flirty-feminine colors bordering fringed white terry. Bath size, about \$2. In four color schemes. Initial, custom-designed for Martex Petticoat Stripes.

At fine stores listed opposite.

Martex, 65 Worth Street, N. Y. 13.

Products of West Point

Manufacturing Company.







Here is  
where  
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## The "commonplace book"

BY MARGARET PAROUTAUD

In my youth, we were encouraged to keep what was called a "commonplace book" in connection with our work at school. For those of a literary turn of mind the commonplace book became a depository for rare and treasured quotations, remarks overheard and the occasion for them, entries of famous birthdays and anniversaries, snatches of poetry and lines of moving or eloquent prose.

My own book began to have entries in Latin and French as well as in English. Though I have long forgotten the order of the entries, I remember that there was the sonnet, "Upon Westminster Bridge":

"This City now doth like  
a garment wear  
The beauty of the morning;  
silent, bare."

and the lines beginning:

"Let us now praise famous  
men—"

which were always read to us on Armistice Day.

Perhaps my entries in French were the beginning of a love for France and French taste and thought, though in those days, I was far from thinking that my husband would be French and of a splendid and typical gaiety and charm. In those days I had written lines from Cyrano:

"Ah!... *Paris fuit,  
nocturne et quasi nébuleux;  
Le clair de lune coule aux  
pentes des toits bleus;  
Un cadre se prépare, exquis,  
pour cette scène;  
Là-bas, sous des vapeurs  
en écharpe, la Seine  
Comme un mystérieux et  
magique miroir,  
Tremble...*"

and also the sweet, sad song from Aucassin et Nicolette:

"*Estoilete, je te voi,  
que la lune trait a soi;  
Nicolette est avec toi,  
m'amie o le blond poil.*"

Which means, roughly:

"O little star. I see  
how the moon draws  
you towards her," et cetera.

There was this footnote: "Venus (the star) when it exceeds the moon in brightness can bring together people in love who are separated from each other...."

Among the "sayings," there was, I know:

Queen Victoria: "The possibility of defeat does NOT EXIST."

There were the inevitable passages from Shakespeare. By "inevitable" I mean that they were bound to occur because we read and learned these passages so thoroughly that they became part of life—almost.

"Whether 'tis nobler in  
the mind to suffer  
The slings and arrows of  
outrageous fortune,

Or to take arms against  
a sea of troubles.

And by opposing end them?"

I was always in favour of opposing rather than suffering in the mind.

From the Elizabethan writers there were the madrigals. One which never failed to move me to tears was the song:

"The silver swan, who, living had  
no note

When death approached unlocked  
her silent throat...."

It had quite a simple tune in a minor key which was suitable for singing in "parts." We sang it with an emotion that shook the tall, latticed windows of the School Hall and the last words would die away in a sighing pianissimo:

... "More geese than swans  
now live

More fools than wise"...

There were, later, quotations from writers considered extremely modern and *avant-garde* such as Stephen Spender and Eliot.

It seems to me now that this literary habit is one of the benefits of an English "public-school" education. The habit has never left me. Since my marriage and the birth of a son, I have started another book of entries for the first sayings of a child. When my son was two and a half, I told him not to pick the green tomatoes, to which he replied: "We'll pick them when they're feeling better." About his Daddy's black shoes, my son referred to them as "the cough-sweetie shoes," I suppose because we had had some black cough-drops in the house at one time.

For age two and three-quarters, I have the amazing remark:

"I'm a piece of wood.  
saw me up!"

A kiss "in the shade" is the name for a kiss on the back of the neck under the long hair. We are a long-haired family!

Drinking Milk: "The Milk went  
into my mouth and tummy  
and down into my legs."

Waxing the floor: "Does the floor  
like the wax to eat?"

I would say this: if you are a mother, a father, or a teacher, do not let the precious years of childhood go by unrecorded.

If you have time for photos, you have time to write down the things your child has said; the joy and curiosity of his growing mind will be a treasure of recollection for your old age.... As Yeats wrote:

"When you are old and grey  
and full of sleep  
And nodding by the fire,  
take down this book.  
And slowly read, and dream  
of the soft look

Your eyes had once, and of  
their shadows deep"

There is much to remember.

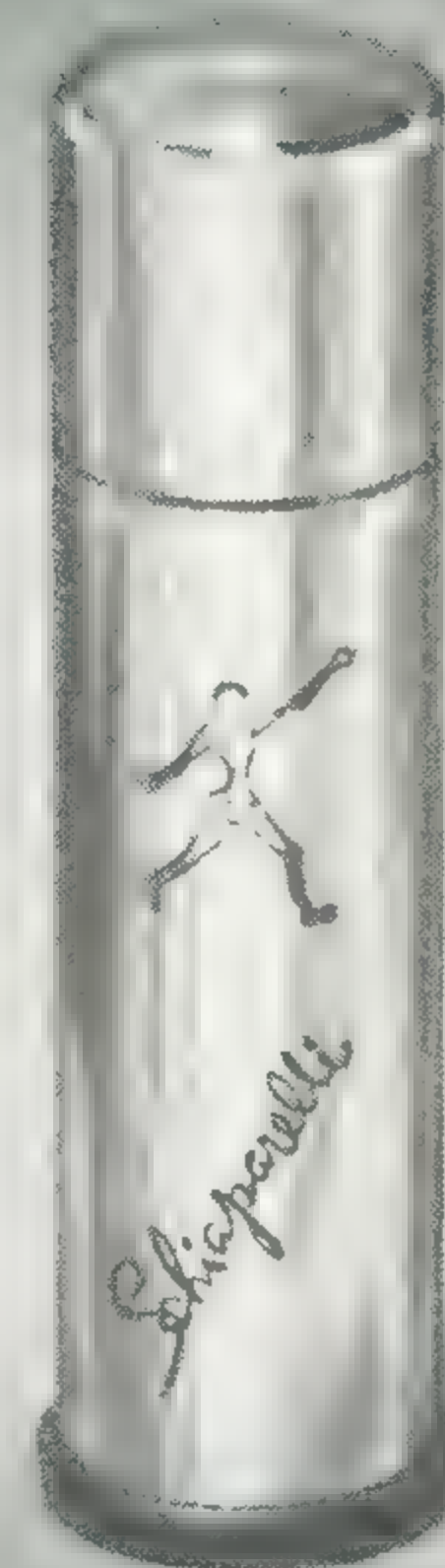
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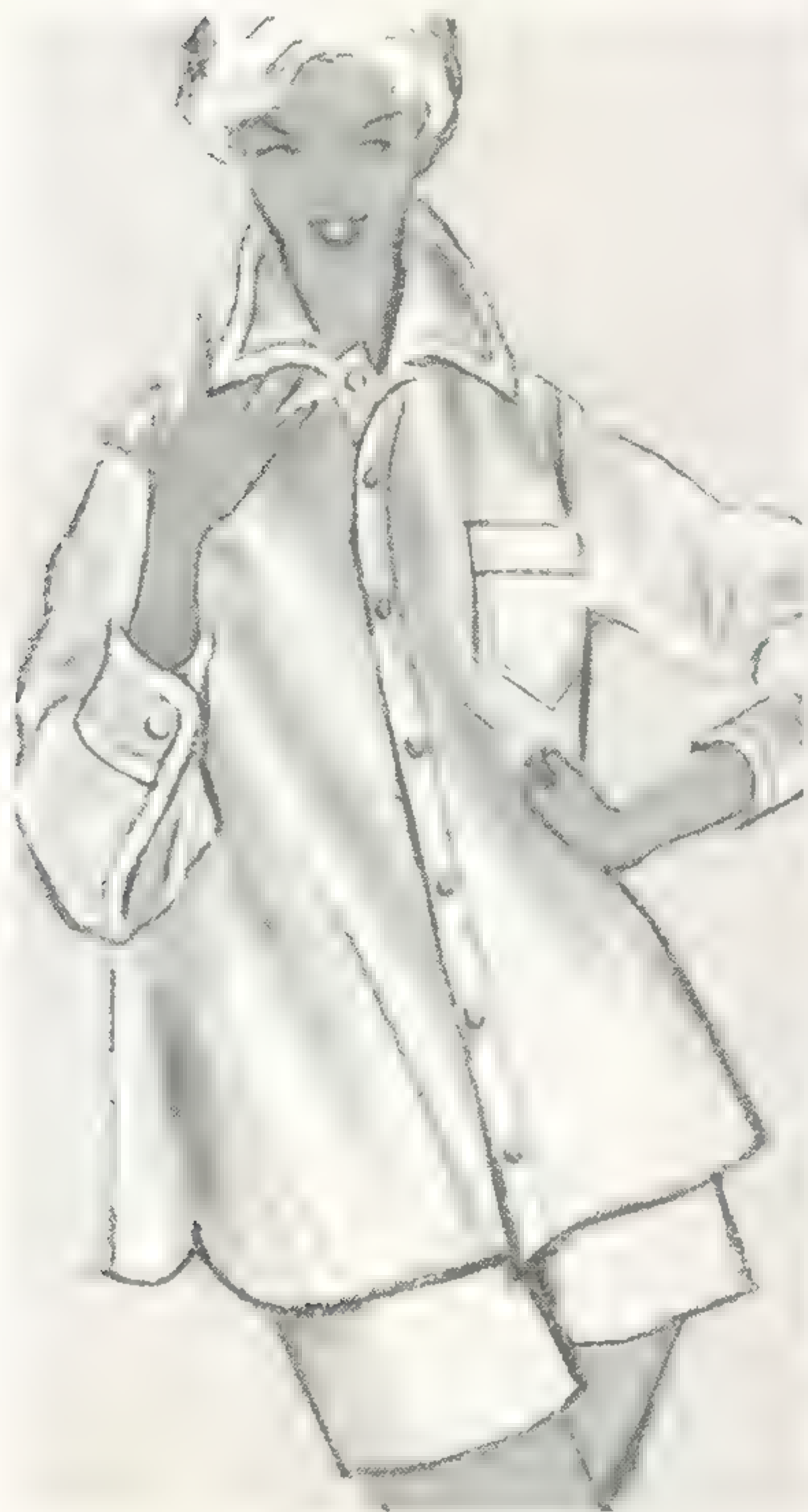
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A handsome cuff link box big enough for all the cuff links a man or woman is likely to own. (It neatly files 12 pair.) Tailor-made in England of black cowhide, the lining and snap-to cover of brick colored suede or in tan with brick suede. 8" x 4" x 1 1/2". Perfect for rings and earrings, too.

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#### Lovers knot wedding bands

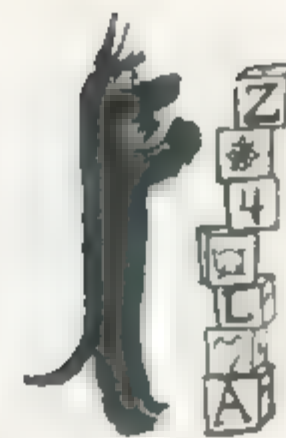
14K gold wedding bands in beautiful lovers knot design. Wonderful for double ring weddings... styled for bride and groom.

Lady's ring...\$32.50 Man's ring...\$27.50

Prices include postage and Federal tax.

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JEWELERS

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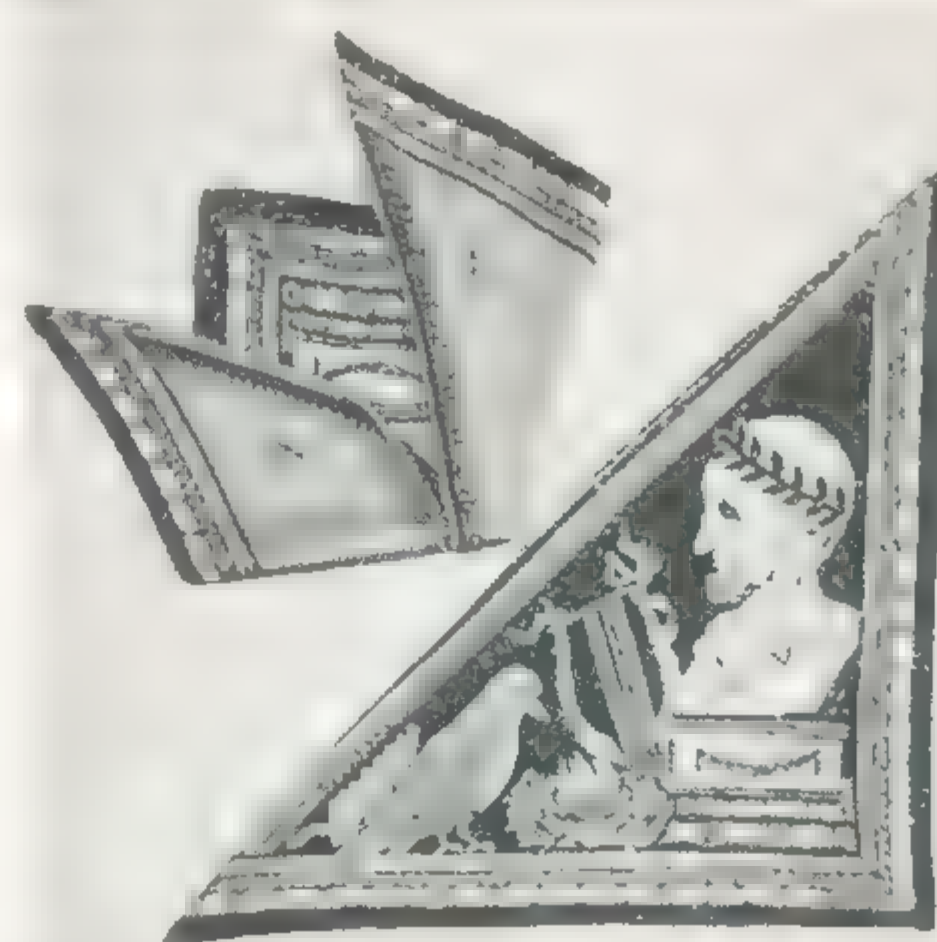


*Left:* The perfect party dress, bunches of Beauvais-embroidered bright flowers decorate the big collar and full skirt. Of French lawn, it's hand-done and made to order in white, ecru, and pastels. Marcelle Julien, 22 E. 54th St., N. Y.



*Above:* Design for summer — a coiffure that's waved (not curled, but waved) away from the face. It's one of the new coiffures that recognizes the headband bandwagon — is therefore smooth-browed, without loose ends. The effect: backswept and cool. C. Leonce, 9 E. 53rd St., N. Y.

*Below:* Two-faced scarf — folded one way we see Orpheus and his lyre, folded the other way, just a scattering of lyres. A 19" square of silk twill, it's in black with turquoise, or navy blue with apple green, both with an accent of grey. \$5. Bronzini, 5 E. 52nd St., N. Y.



*Right:* Recommended for travel — a dress that's cool and handsome wherever it goes. Of hand-knitted linen threads, it gives a lacy effect. The same texture is available in other styles, colours. All, made to order. (Allow about four weeks.) \$225. Etka Kent, 20 W. 58th St., N. Y.



*Left:* Here, an unusual ring (at a nice price, please note). It's of ribbed 14-k gold, the centre positively planted with small sapphires. (It's a patch of 12 sapphires lined up row on row.) \$73 including tax, pos:paid. Gotham Gifts. 15 W. 47th Street, N. Y.





# HOUND

...ideas mounting



*Left:* Speaking of T-shirts—another addition to the year of the T-shirt. The news here: the crew neckline, the three-quarter sleeves, the zippered shoulder closing. In navy blue and white only. Small, medium, and large. \$4.95. Pearl Lehrer, 1433 Broadway, Hewlett, L. I., New York.



*Right:* Buttons—neck to hem, on this dress that might become almost a uniform because of its easy good looks. It's of spun rayon in a texture like linen, white with a black overcheck. Sizes 10 to 44, 16½ to 22½. \$24.75. Olga Frocks, Point Pleasant Beach, N. J.



MEIHLMANN

*Left:* Initials from A to Z adorn these hankerchiefs of fine Belgian linen. The border and the initial are of hand-worked Valenciennes lace, the effect is quite delicious. \$3.75 ppd. E. Braun & Co., 1 E. 57th St., N. Y.

*Below:* Egyptian cotton blouse; Paisley: brown and mustard on off-white. Sizes 10 to 18. \$8.50. Frontier pants of cotton gabardine, waist sizes 22 to 30. \$13.50. French espadrilles in black, white, navy blue, red, or yellow. \$2.95. Outdoor Traders, 47 E. Putnam Ave., Greenwich, Conn.



*Above:* From outer space? Handsome visor goggles. (Flash Gordon is green with envy.) They are shaped to fit the brow, have Cosmetan lenses (used by the U. S. Air Force), durable hinges of metal, and frames of tortoise plastic. \$15 inc. case. Belz Opticians, 2 E. 44th St., N. Y.



The Tuckster,  
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dress delight

Here for the sun season in fine cotton broadcloth, the tucked beauty that's making fashion headlines. By Jerry Gilden in frost blue, cherry or black, 10 to 20, 14.95

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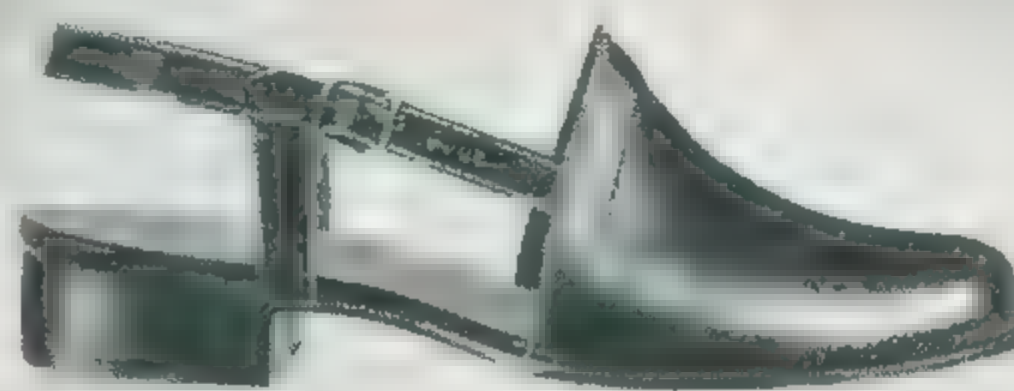
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Gorgeous Color-Plates Measure Over 4 Foot High



## SHOP

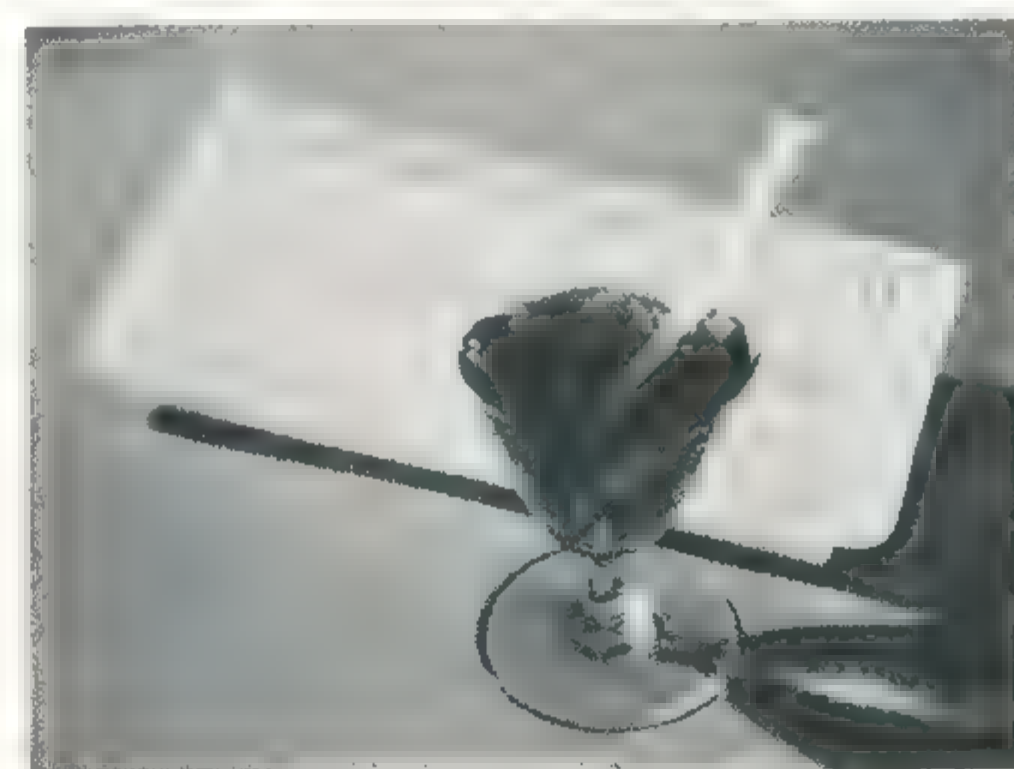
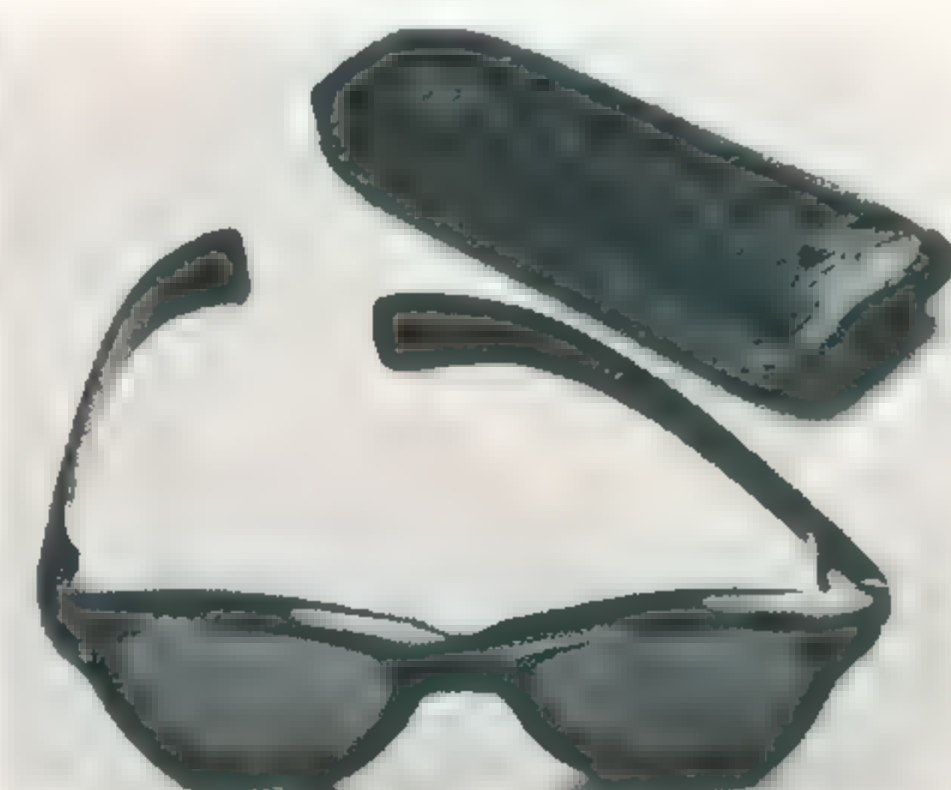


*Left:* A wrought-iron design patterns this broadcloth blouse and skirt. The colours? Black and white (of course). Bound around the waist with a black sash, it comes in sizes 10 to 18. Skirt, \$10.95; blouse, \$7.95; the sash, \$1.50. The Separate Shop, Sherwood Sq., Westport, Conn.

*Right:* New pair of nylons.

Believe it or not, nylon's the newest material for eyeglass frames. The point: lightness. And guaranteed to be non-inflammable.

Made in France, they come in black and brown. \$16 for frames alone. Page & Smith, 33 E. 58th St., N. Y.



*Left:* This intelligent ice tray has mint juleps in mind. You simply treat it as you treat any other ice tray and it produces—crushed ice! Being plastic, it just needs to be twisted and the ice falls out. It's no end useful in summer. \$1.25 ppd. Bodine's, 444 E. Belvedere, Baltimore, Md.

*Right:* Brilliant invention, here—it trains water to perform all kinds of garden and garage tasks. Aluminum hose attachment that blasts away leaves and dirt, cleans up the porch or garage, probably has many undiscovered uses. \$1.98 ppd. Carol Beatty, 7410 Santa Monica Blvd., Los Angeles 46, Calif.



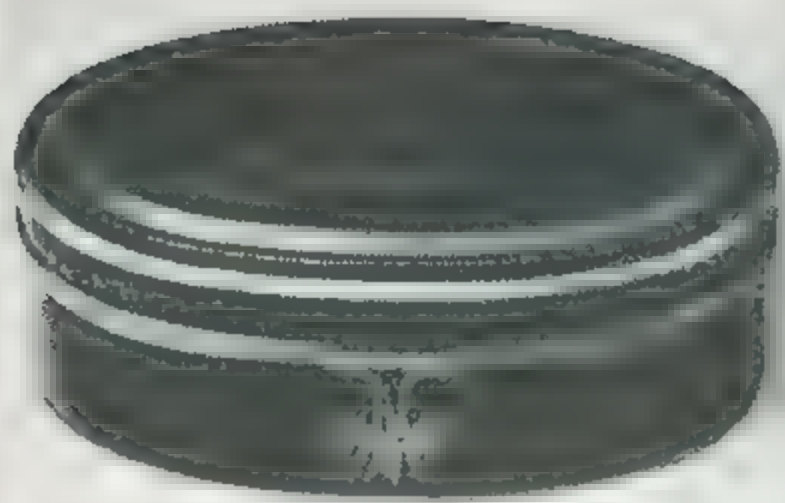
*Left:* Presenting an apron skirt made of heavy denim, in Roman-stripe colours—reds, yellows, and black. It wraps around and the sash ties into a cummerbund, high or low, as you wish. (Might be a good week-end present.) \$5 ppd. Anita Grace, Box 66, Planetarium Sta., N. Y.





# HOUND

... ideas mounting



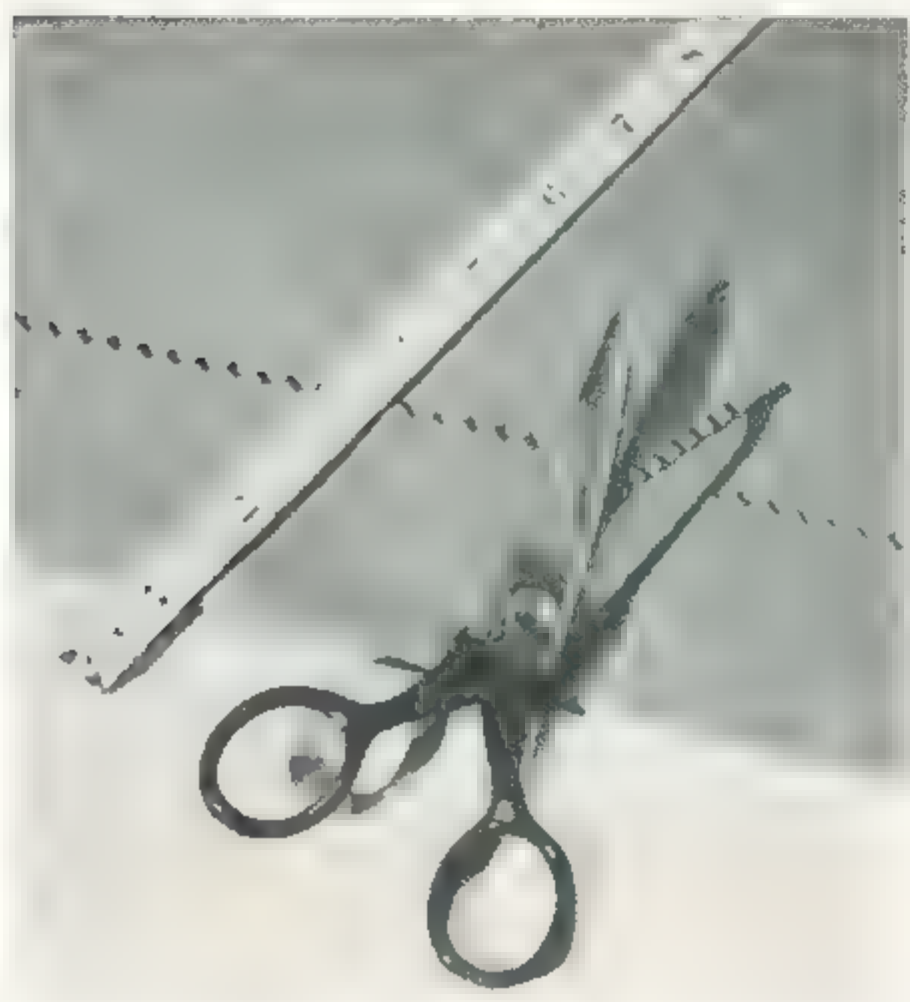
MIEHLMANN

*Left:* Actually, it's a wig box. (Barristers are supposed to keep their wigs in it.) It's enameled in black, decorated in gold, and lined in red felt. With a large initial on the front it makes a nice box, no matter what the use. \$20. Helen Liebert, Hotel Savoy-Plaza, 5th Ave. & 58th St., N. Y.



*Left:* To help X-out crow's feet, frown lines, smile lines, in fact, lines in general. These wing-shaped patches, applied during off hours such as at night, will help to iron them out. They are flesh-coloured, go on and off easily. \$1.10 ppd. Wings Products Co., 11 W. State St., Trenton, N. J.

*Right:* To carry—perhaps, May wine—a hand-woven wicker basket that will house a bottle, a Thermos, knitting, or lots of odds and ends. It's 13 inches high, 4½ inches wide, and it comes from Hong Kong. \$2.50 ppd. Lowe & Sons, 490 N. Los Robles, Pasadena 4, California.

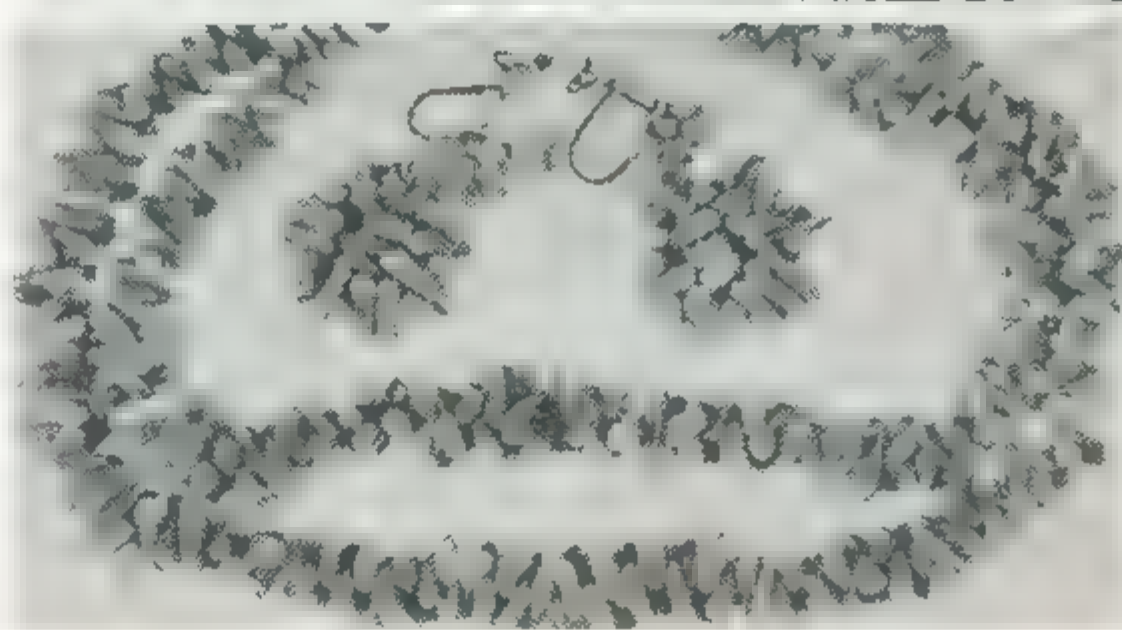


*Left:* Pinking shears in a junior size—pleasant size to have around, easy to use. Just 5½" long, they'll make a finish that's ravel-resistant on cottons, silks, woollens, felt. By Wiss. \$4.25. Lewis & Conger, 1152 6th Ave., N. Y.

*Right:* Look, no garters! These sandal-foot stockings (60-gauge, 12 denier), have built-in elasticized welts which seem to support them through miles of walking or dancing. They are designed with an eye toward summer coolness. Shade: taupe. By Waltham. \$1.95. Neiman-Marcus, Dallas, Texas



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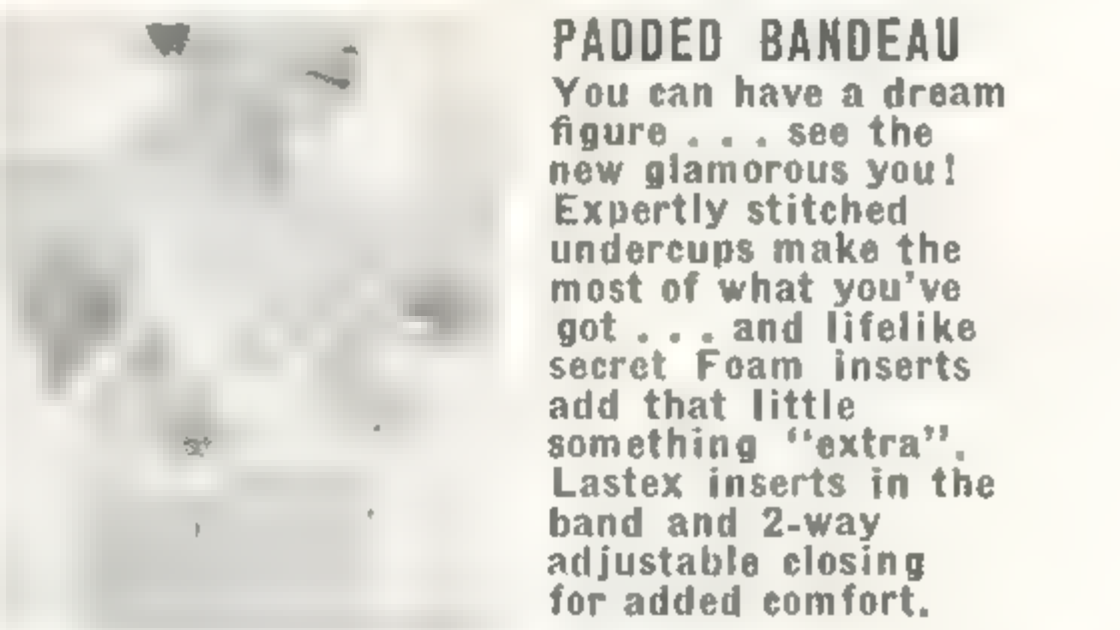
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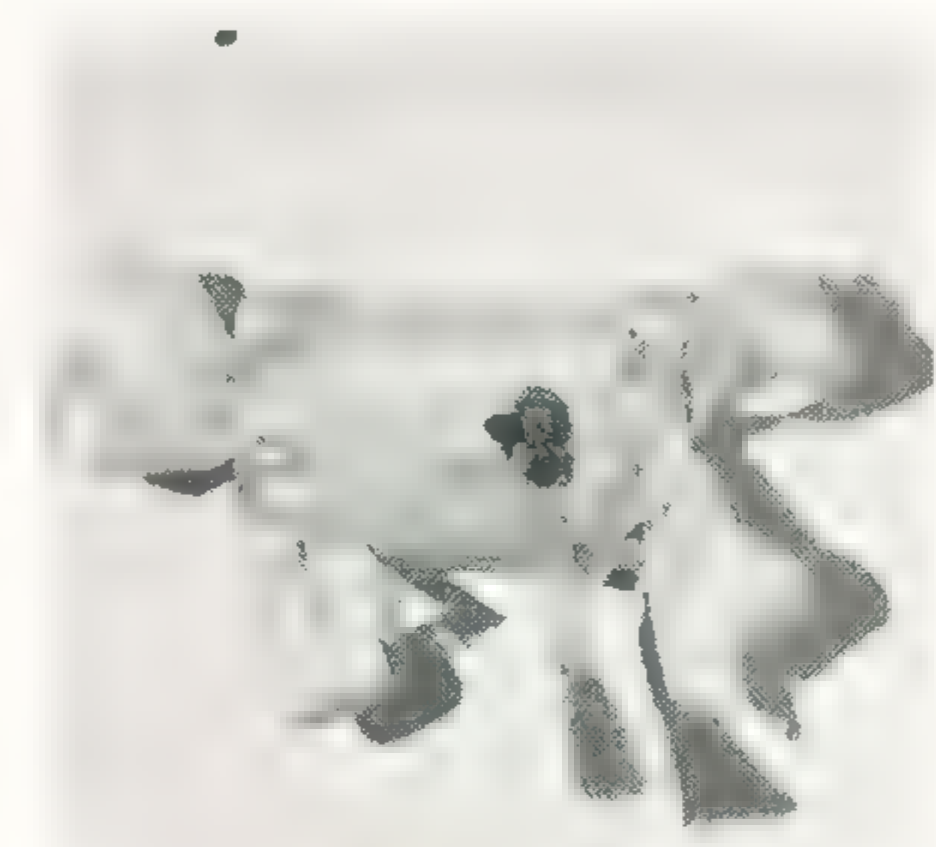


# SHOP



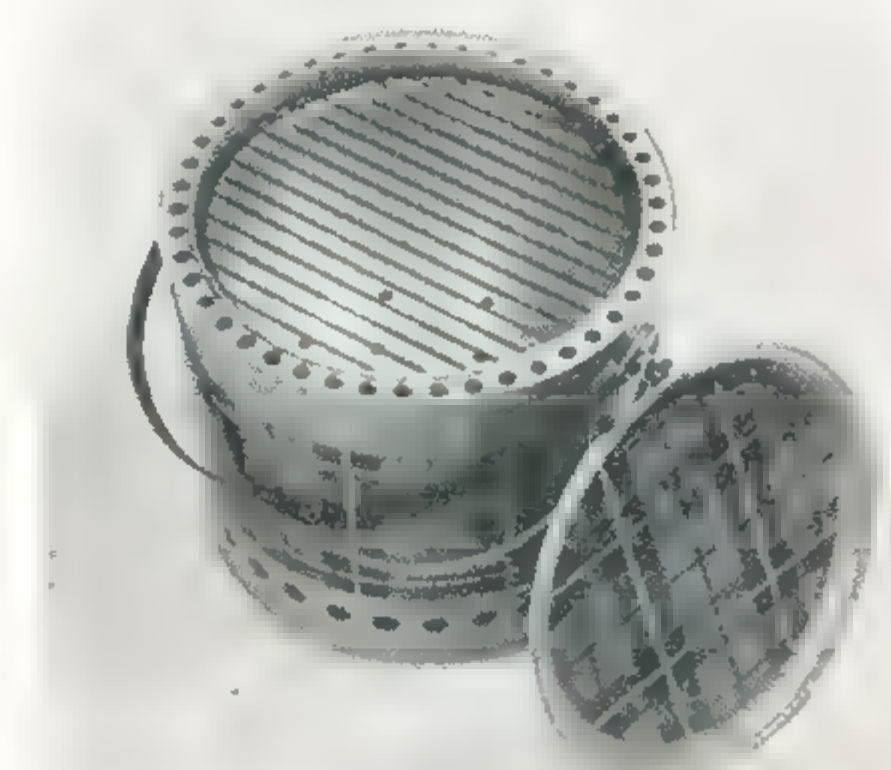
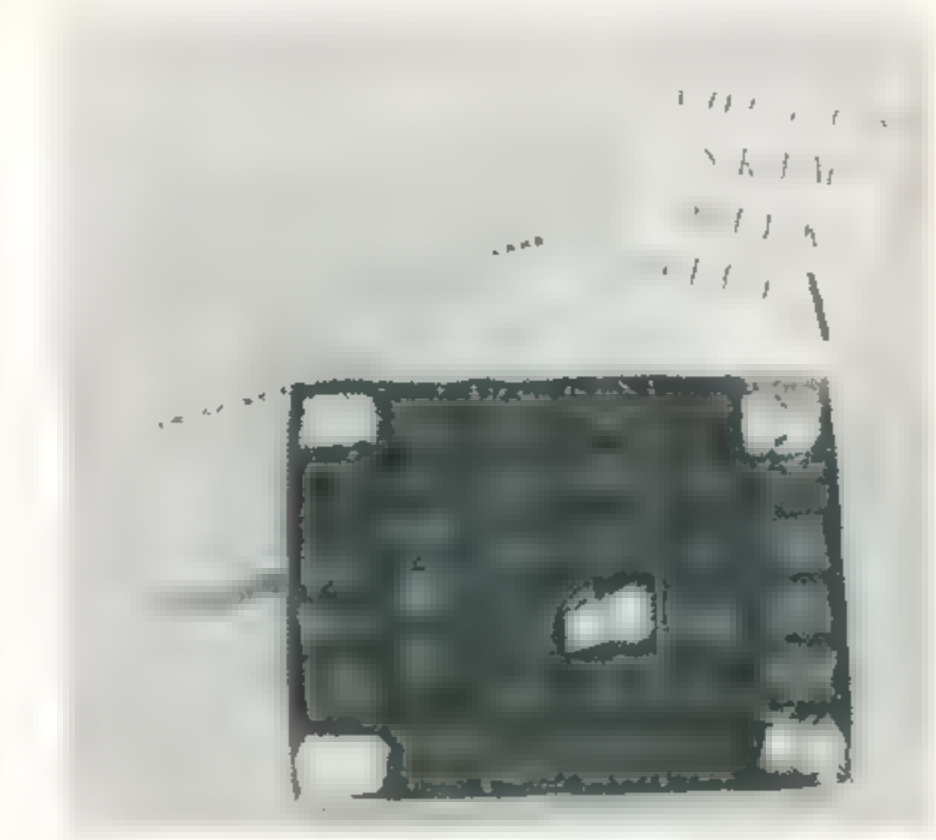
*Left:* Argyle maker's nightmare is herewith solved. Bobbins, specially designed with flexible plastic tubes in which the wool positively *can not* tangle. (We defy you to tangle or snarl them!) Set of ten, \$1.95 ppd. Yarn-Apart, 49 Cottage St., Manchester, Conn.

*Right:* Brahms' Lullaby issues from this music box made in Switzerland. Pale-blue quilted satin, it's designed to hang on a baby's crib, and it plays for about five minutes. \$3.98 ppd. Clarion Products, Box 255V, Highland Park, Ill.



*Left:* New housing for watches. These watch bands, changeable and made to order, calf, suède or your own fabric (3 to 6 inches, the length required). Bracelets, \$5.95, with 17-jewel watch, \$32.95 inc. tax. Alonge Watch, 163 W. 23rd St., New York.

*Right:* Low-calorie candies, these chocolates have less than 15 calories each as opposed to 100 or more in an ordinary candy. They are flavoured with mocha, orange, and rum with chocolate sprinkles. A box of 35 Be Leane candies, \$1.50 ppd. Charles & Co., 340 Madison Ave., N. Y.



*Left:* Sister to a Skotch Kooler, this is a Skotch Grill. It's a charcoal broiler, has no ashes to blow away, rubber feet that stand anywhere, a handle for easy carrying. The lid can be used for a platter! \$6.95 plus post. Abercrombie & Fitch, 360 Madison Ave., N. Y.



# HOUND

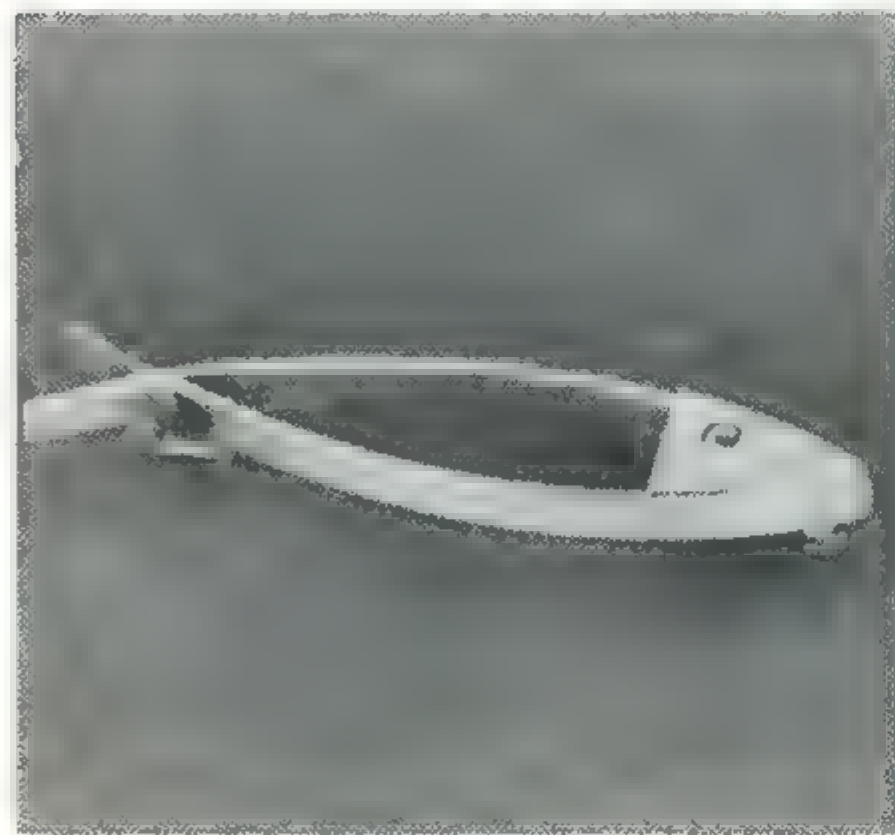
...ideas mounting



Left: What's black and white and read all over? A newspaper—and here's one with fictitious baseball headlines decorating a heavy beige pottery ash tray. All this reading: made in Italy. \$1.95 plus 35c postage. The Little Shop, 1934 Lexington Ave., N. Y.

Right: A fish of absolutely no known species. Neither Wylie nor Fulton has registered same, but no matter. It exists purely for decoration; is a sterling silver pin. \$8.50 tax inc., ppd.

Henry Steig, 590 Lexington, N. Y.



MIEHLMANN

Just a half block away from Washington Square is a large airy establishment called François de Paris. Here, they style hair, very short hair as well as very long hair. But that's not all that's good about it. It has big, big windows, a cool air-conditioned salon, high-ceilinged as a two-storey house. In the centre of this courtyard-like room there is a garden of flowers to match the season. It stays open till eight on Thursdays and Mondays, the atmosphere makes it just the right place to spend a summer evening. François de Paris, 37 W. 8th St., N. Y.

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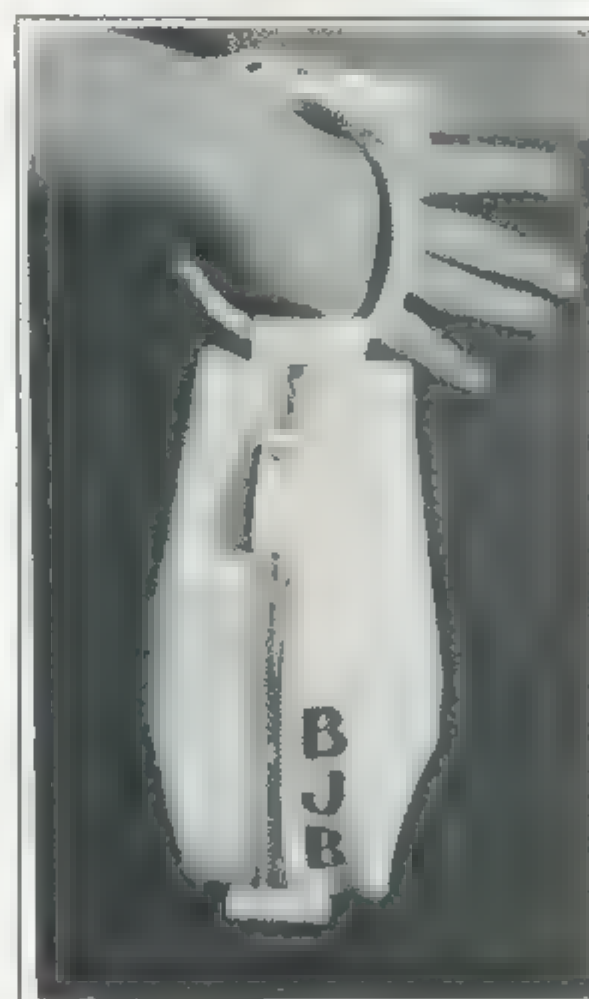
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# VOGUE

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BLUMENFELD

**COVER:** This fresh—the fashion this summer; everywhere there's a delicious new lingerie look. From Traina-Norell, an Irish linen blouse banded with lace and batiste, a matching shawl, and a gipsy apron of silk surah that's caught up to one side to show the linen, lace, and batiste flounce of the taffeta slip underneath. Bergdorf Goodman; Wanamaker's, Phila.; Dayton's; I. Magnin. The turquoise-and-diamond jewels: David Webb. The make-up: a delicate powder, vivid eyes, Yardley bright-blooming "Red Fuchsia" lipstick. Chair, Roberto Mango.

## MAY 1, 1954

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*Germaine Monteil*





## Vogue's eye view: straws in the wind

Nice airy month, May—and there's a new fashion floating in on almost every breeze.

Watch these. Vogue thinks it very likely they'll waft into many smart wardrobes before summer is out.

Watch for long cotton drawstring skirts—length looks new again, good again, for summer evenings in the country or at the beach. For instance, floor-length zinnia linen worn with a white lingerie shirt, waist-length festoons of chalky beads; or, black and white Paisley, a black ponyskin belt, and a close black matte jersey top.

Watch for white cotton town coats, tailored in drill cloth, linen, or heavy piqué.

Keep a sharp lookout for summer blends—summer sweaters of Orlon and a bit of wool; dresses that combine firm-tailoring fibres of wool with the sheer summeriness of silk.

Look for moonlit jewellery, the pale new sparkle of diamonds or pearls set in platinum, white gold.

Look for pink where pink never appeared before—pink dinner sandals in restaurants in town; pink mink; and men's denim country jackets in pink.

Coming also: neater heads—cotton madras chignon caps; silk and cotton open-car helmets; long hair caught with schoolgirl hair ribbons; and crew-cut haircuts, coiffure news for the very young.

And keep a weather eye on artificial flowers: pocket-size sprigs of lily of the valley; roses clustered at the napes of hats; a carnation in the V of a V-backed dress.

On the following pages: straws in the wind sure to stay beautifully afloat all this summer.







BLUMENFELD



LACY MAN-SIZE HANDKERCHIEF; SHIRT-LIKE LINGERIE BLOUSE

## Lingerie look—fresh fashion

Hats have it, blouses have it, so do day and evening dresses: a soft, frothy new simplicity in small or large degree—a lingerie touch, or a whole lingerie look. It's fresh fashion both here and in Paris, on city streets as well as country terraces, and it's sound psychology for any woman anywhere. To look young and fresh and deliciously flattered—there's no better moment for *that* than May.

*Facing page:* New lingerie touches for late day in town—and the touch here is Valentina's. On a slender dress of black raw silk, a superbly pretty curve of white handkerchief linen ruching. On the black straw hat, another. Both, made to order.

*Above:* Batiste handkerchief, lingerie blouse—both, as never before. The handkerchief's news: it's as big as a man's, though every inch a lady's. By Bloch Frères, \$2. The blouse: news for its strict smart way with white organdie and lace. By Evelyn Gates, \$155. Both, Henri Bendel. Blouse, also at Neiman-Marcus. Diamonds: Harry Winston.

HANDKERCHIEF LINEN  
NECKLINE, HATLINE





NEW TOWN HAT: BOUFFANT ORGANDIE

## Town lingerie—wide collars, hats

*Above:* Newest town hat in a long time—bigger and shadier, softer and prettier, and absolutely original in the way it makes use of the smart new lingerie fabrics. It's chalk-white organdie and openwork embroidery, the bouffancy caught tight at the crown with a black velvet belt, a white lilac corsage. Traina-Norell shows this hat with many of his black town dresses (in a collection full of ruches, fine ruffles, and other lingerie touches). Hat, by Adolfo of Emme. Also at Marshall Field. *Facing page:* Wearing the new wide lingerie collar here, a dress *and* a hat. On Hattie Carnegie's beautifully simple dress of putty-beige French worsted jersey, a cape-size flare of white linen set well away from the neck and edged with embroidered piqué. On a white ballibuntl cartwheel, a white organdie rim. Dress and hat, made to order.

NEW TOWN DRESS, HAT: BOTH LINGERIE-COLLARED










CAMISOLE TUCKS, RUFFLES

## The lingerie dinner dress

New length for camisoles: dress length, ending in a whole new kind of summer dinner dress—with all the freshness and frothy simplicity of lingerie. Here, tucks and fine little ruffles; white lace on bisque chambray as light as chiffon; and the round camisole neckline that's fashion as far away as Paris. By Larry Aldrich, about \$110. The dress, and gloves by Superb, at Bergdorf Goodman. The dress is also at Julius Garfinckel; Hudson's; Montaldo's.





New place for baby-bonnet embroidery: on a dress with very grown-up summer allure. It's by Hattie Carnegie, in white organdie over pink, and its lingerie details are delicious to the nth degree—a pleated pink organdie belt; baby buttons down the back; baby collar; pink organdie gloves. The costume, and Givenchy pink satin coif, to order. *Both pages:* White kidskin sandals by Mademoiselle, and stockings with a lingerie delicacy by Alba.

BABY-BONNET EMBROIDERY







# Summer-resort news: the lingerie dress

In Haiti here—a fashion that's guaranteed sound straight through summer, the lingerie dress, a pretty new form of simplicity. These, designed to lead resort lives—beautifully, as the dazzling Haitian sunlight here makes clear. *Facing page:* Chalk-white cotton georgette, capped off with chalky cotton lace—a dress with the easy upkeep of a slip, and a fashion-rating that's rising with the mercury. Temperature here: 85° in the shade—of the poincianas shading the Splendid Hotel, Port-au-Prince, Haiti. Dress by Claire McCardell in ABC cotton; about \$60. Lord & Taylor; Hutzler's; I. Magnin. The stockings: Lanvin sandalfoot nylons. The Delmanette sandals, at Delman. *Right:* White China silk, scalloped and embroidered and belted in blue—a lingerie dress with great summer-resort possibilities (Sunday lunches, terrace dinners, country-wedding parties). By Clare Potter, about \$75. Saks Fifth; Neiman-Marcus. The shady hat, white straw with a blue ribbon: Lilly Daché; also Saks Fifth.



RAWLINGS





## Lingerie embroidery: summer-resort fashion



On shorts, on shirts, as well as on summer dresses: new, lacy, pretty, lingerie touches. All these, previewed in an appropriately sunny atmosphere—in Villarosa, the house of Mr. and Mrs. Horace Ashton in Port-au-Prince, Haiti. *This page:* Old-fashioned openwork (the designer calls it Newport embroidery) on linen. Above left, a dress with a newly wide square neckline and newly long short sleeves. About \$90, in beige Moygashel linen. Dress, and gloves by Crescendoe: De Pinna. Dress, also at Bullock's-Wilshire. Shady leghorn hat, with a white chiffon band: Sally Victor. Directly left, long shorts of beige Moygashel linen with embroidered openwork, about \$30. White Jasco rayon jersey blouse, linen-textured, about \$30. These, at Bergdorf Goodman; Goldwater's. All the above are by Tina Leser. *Facing page:* Delicate white handkerchief embroidery on a soft pink China silk shirt—which looks all the softer for the heavy pink linen houseboy pants it's worn with. Shirt, about \$45. Moygashel linen pants, about \$40. By Clare Potter, at Henri Bendel; Neiman-Marcus; L. S. Ayres.







## Lingerie flowers, fluting: fashion outdoors

RAWLINGS



The pretty flowers that usually grow only on petticoats and peignoirs, the fluted ruffles—they're the fashion now on clothes that spend their days in the sun. These, sunning at the Splendid Hotel, Port-au-Prince, Haiti. *Facing page:* Near right, cotton garlanded with lingerie blossoms (mostly blue)—an airy little sun-top with an elasticized neckline, about \$8, plus shorts, \$8. Far right, garlands again (but here the pinks greatly predominate) on white cotton—a sun dress whose shape is simply a matter of an elastic at the neckline and a string at the waist. About \$20. All, by Greta Plattray. Best's; Hudson's; J. P. Allen. The Mosell earrings are also at Best's. *Left:* Buttercup cotton with fluted rims, a finely tucked bodice—a dress with all the delicate prettiness of bridal lingerie. By Mildred Orrick, \$30. Altman; Himelhoch's. Fan, pancake-shaped, polka-dotted: Renée Montague.













## Covered: the 1954 bathing suit

Fashion that's going to reach full bloom this summer (it began in *Vogue* last May): the bathing suit that's a state of dress, not of undress—sleeved, scarfed, jacketed, or décolleté like a dress. *Facing page:* Long sleeves and a big cotton obi sash, new coverage for the swimming tube. The fabric, a knitted combination of cotton and Lastex; matching underpants. By Polly Hornburg, about \$20 (obi, about \$8). Bonwit Teller; Hudson's; I. Magnin. The "Apricot Brandy" lipstick—Tussy's newest. *Above:* That neckline—the same one that flatters so many summer dresses—here on a maillot of rib-knit red and white jersey (wool with Lastex). By Claire McCardell, who authored the first covered-up bathing suit; about \$25. Bonwit Teller; Himelhoch's; Neiman-Marcus. Martex beach towel.

PHOTOGRAPHED BY RAWLINGS  
AT THE SPLENDID HOTEL,  
PORT-AU-PRINCE, HAITI









## New covered-up bathing suits

*Facing page:* Still another way of looking dressed, not undressed, in a bathing suit (and that's the smart look this year)—a bathing suit of chalk-white wool with its own suit jacket. The short-sleeved suit, lined with pale-pink jersey. By Mabs Barnes, \$35. Jacketed suit, beach bag by Van S, and Bloch Frères handkerchief, all at Saks Fifth. *Above:* White jersey draped as artfully as a dress—a new covered-up bathing suit, one-piece, with sharkskin shorts. By Carolyn Schnurer, in Celanese acetate; about \$21. Bergdorf Goodman; Jenny's; Neiman-Marcus. Blanket-size Pacific towel.

PHOTOGRAPHED BY RAWLINGS  
AT THE SPLENDID HOTEL,  
PORT-AU-PRINCE, HAITI





PENN

## FRED ZINNEMANN, OSCAR WINNER

An amused, small, unaggressive man, Fred Zinnemann directed *From Here to Eternity*, the first movie since *Gone With the Wind* to get eight Academy Awards. (Last year Zinnemann almost won for his new-look Western, *High Noon*.) There is a touch of Jean-Louis Barrault without his clown-white, a touch of an understanding teacher in Zinnemann who talks in a low syncopated Viennese voice, with a distinguishing slow charm that comes on like a small floodlight. He took to the movie business as a cameraman in 1927 in Paris, came to Hollywood in 1929 to stay. Twenty years later he built *High Noon* around a shot of the railroad tracks—"You knew the menace would come from there, and then against them you had the moving figure of Gary Cooper, asking for help." This summer work begins on his first musical, *Oklahoma*, which will be filmed in the new Todd A-O wide-screen colour process. Said Zinnemann: "It isn't gimmicks that make good pictures."



# PEOPLE ARE TALKING ABOUT...

PEOPLE ARE TALKING ABOUT... Secretary Dulles who has worked like a 19th century slavey at the Berlin, the Caracas, and, then, the Geneva Conferences. . . . The definition of freedom, given by Robert Frost on his eightieth birthday: "You have freedom when you're easy in your harness." . . . The respectful way London liked the recent dance performances of Martha Graham, with one of the dance writers saying "It was all exactly like a Henry Moore statue come to life." . . . Another Western-saloon kind of song, "Jilted," by Teresa Brewer who manages to sing the impression that she's walking on top of a bar, wearing lace stockings and black marabou. . . . The superb Tamanaco Hotel which stands in the middle of a mountain, on a man-made plateau, on the outskirts of Caracas, and seems somewhat like an Aztec pyramid with a large swimming pool in front of it.

PEOPLE ARE TALKING ABOUT... The quiet insertion into our vocabulary, since the hydrogen bomb tests, of these phrases: "yield of a blast," the "fall-out," and "to take *out* a city." . . . Kaye Ballard singing "Lazy Afternoon" in the smarty-pie musical, *The Golden Apple*, which is too long for the width of its pleasure. . . . The fascination of Cecil Woodham-Smith's book, *The Reason Why*, an explanation of the disastrous "Charge of the Light Brigade" during the Crimean War—the characters of a pair of brothers-in-law disputing command on the field, the Earl of Cardigan who was "unusually stupid, in fact as Greville pronounced later, an ass," and the Earl of Lucan who "with all his talents had no common sense."

PEOPLE ARE TALKING ABOUT... The Angel recording of *The Importance of Being Earnest*, spoken by Dame Edith Evans, John Gielgud, and Pamela Brown. . . . Caroline K. Keck's straightforward primer *How To Take Care Of Your Pictures*. . . . The Paris success of Sacha Guitry's new amusing movie, *Si Versailles M'Etait Conté*, a whooping historical mélange in which Guitry plays Louis XIV, Orson Welles is Benjamin Franklin, and Versailles is lived in.

PEOPLE ARE TALKING ABOUT... Lali Horstmann's book *We Chose To Stay*, a painful, intensely personal account of the end of the war in Germany and the occupation of the Soviets, detailing the total collapse of the author's own rich, thoroughly civilized life, the equal collapse of the German middle class, and the impossibility of honest relations with either Nazis or Soviets. . . . Young Dorothy Tutin starring in London's *I Am A Camera*, in which she shot to the top. . . . The definition of a psychotic and a neurotic: A psychotic believes that two and two make five; a neurotic knows that two and two make four but simply can't *bear* it.

PEOPLE ARE TALKING ABOUT... Edith Piaf's new song, "The Clown," in which she stops suddenly, says sad sweet things, waits for the tears, then claps brightly and goes on bravely, shouting, "Bravo, Bravo." . . . The pleasure of listening to funny dialogue, to lone lines of tersely astute sense, parodying accepted nonsense, in *King of Hearts*, a new comedy by Jean Kerr and Eleanor Brooke. . . . Edward Streeter's new humour-of-the-male-plight novel, *Mr. Hobbs' Vacation*, in which a Swedish cook, arriving at a remote New England village, looks about and says coldly, "Lapp Country."



# *"Pile 'em in Politely,*

**I** think if I were returning to New York today after a lengthy absence and were asked by reporters what changes I had noticed since my last visit, I would not speak of the Triborough Bridge or Rockefeller Center or the forests of television masts which have sprouted on every roof. I would single out for special mention the extraordinary improvement there has been of late in the manners of the populace. In recent years New York has become a city of Lord Chesterfields, its inhabitants as polite as pallbearers. It may be the advice on deportment in the daily papers that has brought about this change for the better. Or perhaps it is because I have been over here, setting them a good example.

New Yorkers in the old days were all splendid fellows, but it can not be denied that they were inclined to be a little on the brusque side. Taxi drivers snarled at you. Pedestrians shoved you, and asked curtly whom you were shoving. At baseball games it was customary to recommend the killing of the umpire and to start the good work off by throwing pop bottles at him. One of my earliest recollections of the city—it must have been some time in 1909—is of watching a mob of people trying to enter a subway train and getting jammed in the doorway. Two subway officials were standing on the platform, and the first subway official said to the second subway official: "Pile 'em in, George," whereupon the two took a running dive at the mass and started to shove like front-row forwards. It was effective, but it would not happen today. George and his colleague would at least say "Pardon us, gentlemen" before putting their heads down.

You see it everywhere, this new courtesy. A waitress in one of those small west side restaurants was speaking highly of a certain customer, a regular of hers. "Every time I serve him anything at the table," she said, "he stops eating and raises his hat."

One night, down in Hell's Kitchen, the proprietor of a drug store, having retired to rest after a long working day of sixteen hours, was awakened at two in the morning by a ring at his doorbell and found a customer who wanted ten cents' worth of bicarbonate for his indigestion. A few years ago this would unquestionably have led to something of interest to the homicide squad, but all that happened was that the druggist, correctly hiding a yawn behind his hand, pointed out affably that the customer merely needed a glass of hot water, which he could get at home. "Oh, thank you," said the customer, putting the dime back in his pocket. "Then I won't trouble you."

New York's social historian, Billy Rose, tells of driving in his car and stalling the engine at a street intersection. The lights changed from green to red and from red back again to green. A policeman came over.

"What's the matter, son?" he asked sympathetically. "Haven't we got any colours you like?"

It is difficult to see how he could have been nicer. One can almost hear Emily Post cheering in the background.

Boxers, too, not so long ago a somewhat uncouth section of the community, have taken on a polish which makes their society a pleasure. They have names like Cyril and Percy and Eugene and live up to them. I can remember the time when, if you asked Kid Biff (the Hoboken Assassin) what in his opinion were his chances

in his impending contest with Boko Swat (the Bronx's Answer to Civilization), he would reply "Dat bum? I'll moider him." Today, if the papers report these things correctly, it would be:

"The question which you have propounded is by no means an easy one to answer. So many imponderables must be taken into consideration. It is, I mean to say, always difficult to predict before their entry into the arena the outcome of an encounter between two highly trained and skillful welterweights. I may say, however—I am, of course, open to correction—that I am confident of establishing my superiority. My manager, who, a good deal to my regret, is addicted to the jargon of the trade, is convinced that I shall knock this punk's block off."

There was a boxer at the St. Nicholas Arena a few weeks ago who came up against an opponent with an unpleasantly forceful left hook which he kept applying to the spot on our hero's body where, when he was in mufti, his third waistcoat button would have been. The victim's manager watched pallidly from outside the ropes, and, when the boxer came back to his corner at the end of the round, was all concern and compassion.

"Joey," he asked anxiously, "how do you feel?"

"Fine, thank you," said the boxer. "And you?"

**E**ven the criminal classes have caught the spirit. Three men who needed \$49,000 called on a Brooklyn millionaire the other night to collect it. The morning papers, reporting the incident, stressed their charm and courtesy. When the householder, finding them at his bedside, asked them not to make a noise because his wife was not well, they "expressed concern." After which, they "combed the house, speaking politely on occasion" and "apologetically tied Mr. Brainum's hands behind him."

Nor is this courtliness confined to burglars. From Passaic, New Jersey, comes the news that "an unidentified assailant plunged a knife into James F. Dobson's shoulder today, spun him around, then, seeing his face, uttered a sharp exclamation:

'Oh, I beg your pardon,' he said. 'I got the wrong guy.'"

Frank and manly. It is what protocol has always insisted on. If you find yourself in the wrong, admit it and apologize.

Of course, even today you come across the occasional backslider, the fellow who lets the side down. A "slim, elderly man wearing a grey Homburg hat" attracted the notice of the police by his habit of going to the turnstile at the Atlantic Avenue subway station, pulling the bar toward him and slipping through the narrow opening, thus getting a free trip, a thing the subway people simply hate.

But what I am leading up to is this. Appearing before Magistrate John R. Starkey at the Flatbush police court, he continued to wear his Homburg hat. When a court attendant removed it, he put it on again. In fact he kept putting it on all through the proceedings, though he must have been aware that this is not done.

It is a pleasure to me to expose this gauche person in print—Michael Marness, 67, of 473 Brooklyn Ave., Brooklyn. That'll learn you, Mike.



# George”

by P. G. Wodehouse



PENN

*Editor's Note:* P. G. Wodehouse has spent most of his seventy-three years amusing people. His thirty-three musical comedy librettos were written mostly in collaboration with Guy Bolton and his seventy-three books, mostly in collaboration with his hero, that imperviously correct gentleman's gentleman, Jeeves, back again in the new *The Return of Jeeves*. Ever since 1909 Pelham Grenville Wodehouse has lived on and off in the United States, now lives in New York, walks his dog every afternoon in Central Park after a rigorous morning of writing lightly. A large mellow man with a mellow rich voice, he veers a little these days from a mild domestic English humour towards a wilder American kind, influenced perhaps by his pleasure in Li'l Abner and Charles Addams.



## Gauguin prints, Gauguin colours

Why all this Gauguin atmosphere; why this electric colour, dense pattern, and massing of brilliant beads: because it happens to be very applicable to a look that's news this summer; to the kind of summer dressing that flowers in the heat. Why else: because it announces a new perfume called "Noa Noa" (Tahitian for "very fragrant"; and the name of the famous Gauguin book). Made by Helena Rubinstein, it's a delicious flower-wrapped spice. Any paintings? "Gauguin Pink" lipstick (see page 168). *Right:* Worn with coral beads, a Tahitian-pink shirt of cotton lawn with pink rick-rack, about \$13; cotton skirt, about \$15. By Pem Squires. Worn with bamboo, a dress in Gauguin's own "Noa Noa" print. This by Carolyn Schnurer, about \$30. *Below:* Worn with a wristful of brilliant beads, bamboo-printed piqué—its colours, golden-brown on white; its collar, cuffs, white. By Carolyn Schnurer, about \$23. *All dresses:* of cotton by Everfast; those shown in colour, made crease-resistant by Everglaze. Lord & Taylor; Hutzler's; Wanamaker's, Phila.; I. Magnin; shops on page 169. Pink Schaffer belt, Lord & Taylor. South Pacific objects: Carlebach Galleries.

HORST











R. T. Sonché.





## New town brilliance— how to use it

What's different about this kind of colour—and this *much* colour: it's worn in town, worn with more colour, worn as basically as black or beige in other years. This summer's smartest day-in, day-out look: colour cut simply, not too bare, and worn with a careful choice of accessories. *Opposite page, far left:* Enormous shantung patchwork—a coat in two extremes of pink, \$70, with a V-necked dress of pale-pink shantung, \$55. Both by B. H. Wragge. Bonwit Teller; Julius Garfinckel; Neiman-Marcus.

*Centre:* Wrapped grey linen skirt, blue shantung shirt, together: \$80. Pink linen jacket, about \$80.

All, by Clare Potter. Bonwit Teller; Julius Garfinckel; Neiman-Marcus. Big natural straw hat, blue-scarfed.

*This page:* Tailored red dress, of M. & W. Thomas silky cotton. By Samuel Winston, \$70. Saks Fifth; Woodward & Lothrop; Harzfeld's. Accessories: black, except the gloves (black gloves would also be smart). Straw hat, Saks Fifth.









Robert Souche

## Using colour— late-day, in town

More colours worn in town: late-day, going on to dinner and, in their widely graceful skirts, probably dancing somewhere later. The dresses, with nothing garden-party about them, are worn with smart in-town hats—a wide black straw, an organdie chignon cap. *Opposite page:* A pale-pink beauty for city evenings from five o'clock on—not just for lawn parties. The dress, wide-skirted and wide-collared, is made of Bianchini silk surah. \$195. This, and the black straw hat, from Elizabeth Arden. *This page:* A drift of pale-blue pleats, all of very sheer Moygashel linen. The low-necked dress has a bell of sleeve at the elbow, a skirtful of pleats. By Jane Derby, about \$165. Elizabeth Arden; Neiman-Marcus.





## City fashion: the daylight-saving dress

As long as there's daylight, these dresses belong—and more than belong, serve a special sort of city need. They're the all-day summer dress that doesn't look amiss in the six o'clock sun; that looks just as correct at cocktails as at luncheon. *At left:* Daytime dress, here—a jacketed sheath with a white linen scarf. Six o'clock dress, here—when the jacket's off, a dress with a low square neck. In beige and white striped cotton, by Trigère, about \$155. White calfskin case by Evans. Short gloves by Wear-Right. All, Bonwit Teller. Costume, also from Thalhimers; Balliet's; I. Magnin. Eye-shading hat: Sally Victor. *At right:* Seated, the daylight dress in red glazed cotton; curved neckline. \$60. Standing, the flecked grey cotton city dress; with white piqué neckband. \$70. Both, by Mollie Parnis, in Herbert Meyer cotton, Tebilized. Both at Saks Fifth; Julius Garfinckel; Dayton's; Frost Bros. Zigzag bracelets at left, by Volupté; jet at right, by Dalsheim: Saks Fifth. Scene: at Laverne Originals, a Piranesi mural.





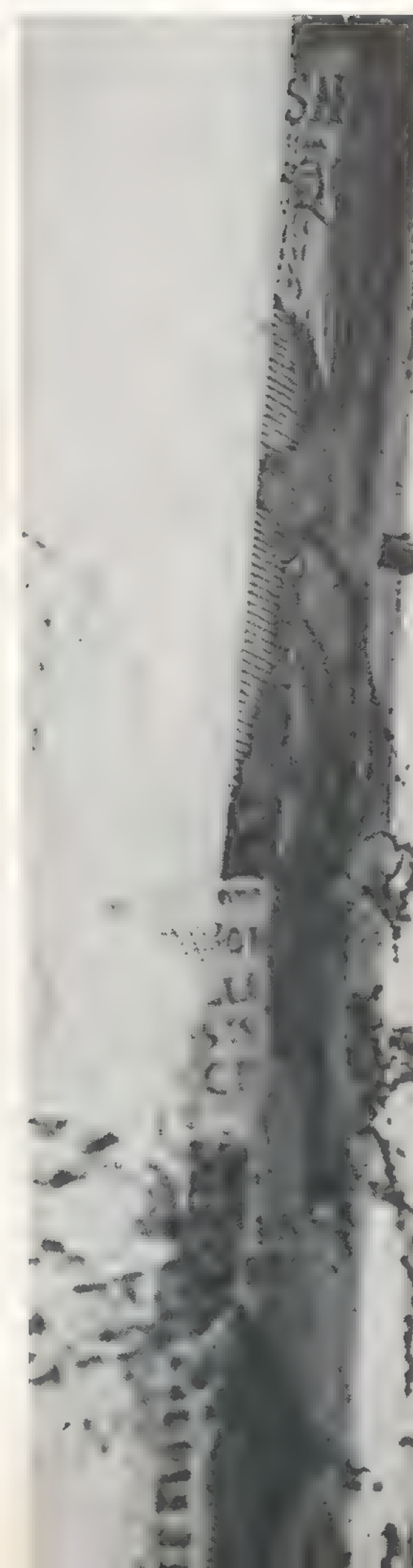


HORST

New span  
of  
influence:  
headbands



MRS. AMORY CARHART







MRS. DAVID BARTLETT

MRS. BERTRAND TAYLOR III



No question about where the headband stands in fashion now: it's being backed by some of the smartest heads. It's the closest thing to a rage since the Italian haircut took over, and, as it happens, it's the farthest thing from the Italian haircut's mind (one given reason for the success of the headband: its calming influence on hair). Vogue has been showing the headband for over a year now; here, three of the ways it looks newest and most fetching—varied with now a blossom, now a string of velvet stars. *Far left:* Mrs. Carhart's pale-blue straw headband. It takes a hairpin turn at the back, reappears at the front with a little handful of china-white blossoms. This, made to order, at Bergdorf Goodman. *Above:* Mrs. Bartlett's black velvet headband, a pair of velvet leaves joined together, and wearing a fully opened white camellia. By Tatiana at Saks Fifth. *Directly left:* Mrs. Taylor's headband—a little constellation of black velvet stars. By Tatiana at Saks Fifth. The famous-print print—on white Swiss batiste, the imprint of a Piranesi engraving. (From Laverne Originals.)





## HOW TO TREAT A BATHING SUIT WARDROBE



These have already *been* treated:  
to wrinkle-resistance, soil-resistance,  
and in one case, to a permanently good figure  
(there's Pellon lining in the bodice).  
Next treatment? From the wearer. It's a fact  
that the best way to treat a bathing suit is to rest it  
between swims. That's why we talk in terms of a wardrobe,  
show three Jantzen suits here, another on page 165—  
two of which (any two) constitute a basic wardrobe.  
*Left, above:* A good figure—part of the treatment here.  
The brassière, Pellon-lined. Red, black, and white  
Tattersall checked acetate and Laton, the colours  
under lock and key, via Chromspun. About \$19. Scarf by Vera.  
*Below, left:* A flowery bathing suit (play suit, too) —  
of Bates Disciplined cotton that shakes off wrinkles.  
About \$11. Bracelets, here, by Monet.  
*Facing page:* Nicely-built bathing suit  
with an optional halter; in grey and white  
Everglaze Lowenstein cotton. About \$9.  
The bag, by MM. Bracelets, by Napier.  
Lipstick, nail enamel, Revlon's "Bravo."  
*Everything:* at Altman. Bathing suits, all by Jantzen,  
also at Famous-Barr; F. & R. Lazarus;  
J. W. Robinson; and shops listed on page 165.











## HOW TO FURNISH A SUITCASE: VOGUE PATTERNS

The rewards of one woman's industrious spring mornings: many enchanted summer evenings. These three designs deserved (and got) this particularly nice reward: a trip to Round Hill, Montego Bay, Jamaica (see pages 128-131). But all will follow summer north with ease, all will make the most of tanned shoulders.

*Left:* Pleats—a tube of them—stitched from yoke to hem, to belt in; made here in Mimosa shantung. (A fine added touch: a white cashmere cardigan turned into a summer coat by collar, cuffs, buttons made of the same wonderful glowing shantung.) Vogue Pattern S-4499.

Silk shantung by Regency. Sweater by Premier, the gleaming gilt jewellery by Bartek.

*Upper right:* The sheath, here lean and spare, but with a dinner-under-the-stars air because it's done in chalk-white lace.

(No slip problems when it's lined in fine white cotton broadcloth. Or in pink . . . or blue?)

Vogue Pattern 8331, "Very Easy to Make."

White lace by Stiefel;

cotton broadcloth by Nofade.

*Lower right:* The princesse, with a curving band for a neckline; the skirt a wide over-the-petticoat whirl. Chalk-white again: in heavy cotton *matelassé*.

Vogue Pattern 8328. Cotton by Bates; earrings by Trifari; bracelet by Napier.

*For back views and sizes, see page 172.*



VOGUE "VERY EASY TO MAKE" PATTERN 8331

VOGUE PATTERN 8328











HORST

*ROUND HILL,  
JAMAICA—  
THE SWIMMING  
THERE*

At Round Hill: extraordinarily beautiful marine life—example, Mrs. John Pringle who lives there and spends most of the day underwater (present average, about six dips a day), her long blond hair streaming loosely as she swims. Here, two of the dozen or so bathing suits now on her active list. *At left:* Mrs. John Pringle, sitting on a cliff overlooking Round Hill's sandy bathing cove—a little cliff of tropical flowers sprouting out of lava rock. Mrs. Pringle's suit: black cotton woven with Lastex—and all finely shirred. By Sacony, \$13. Best's; Woodward & Lothrop; Best's Apparel. *Above:* Mrs. Pringle leaving the terrace for the sea, in a blue Wyner jersey suit of worsted and Vicara shirred with Lastex. \$23. Bonwit Teller.





Round Hill Bay, from the summit of the Hill, looking over the cottage tops; in the other direction, eight miles off, is Montego Bay.



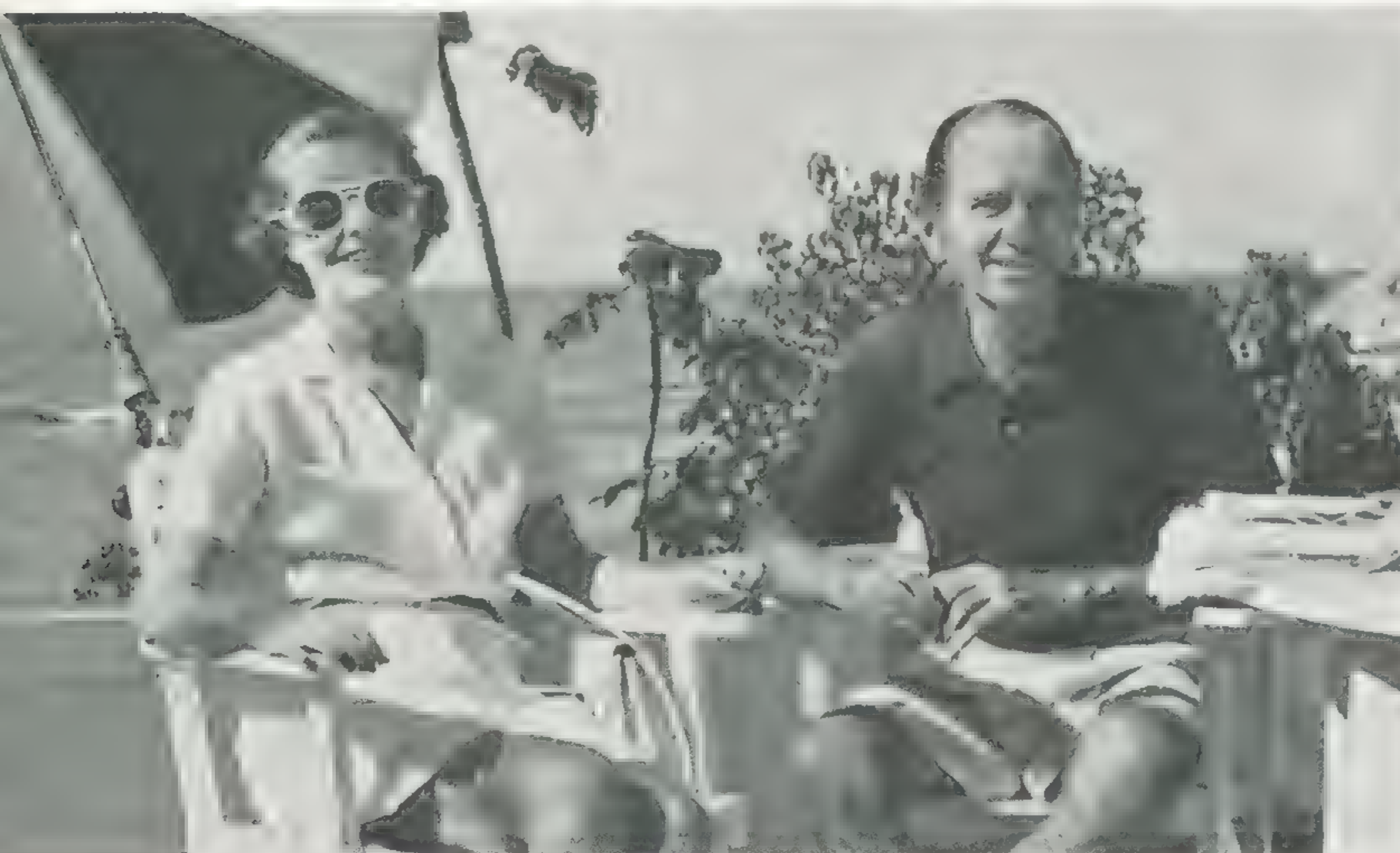
Major Everard Gates (left), one of the cottage owners, on the beach, helping himself from a tray of "round-doozles" (rum drinks in pineapple shells).



Mrs. John Pringle, with her daughter, Shawn—between swims; the Pringles' year-round house stands at the top of Round Hill.



Mr. and Mrs. Francis McAdoo furnished their cottage with their own furniture, brought from New York; the floors are black and white Jamaican tile.



Mr. and Mrs. McAdoo live in their house (above, right) six months every year, longer than any of the other cottage owners.



Noel Coward, with two Jamaican houses, spends a good part of the year on the Island, dividing his time between Port Maria and Round Hill.

## ROUND HILL, JAMAICA— THE PEOPLE THERE

Round Hill, Jamaica's newest pleasure place, has a semipermanent winter group of cottage owners, a changing complement of hotel guests, and a current in and out of visitors from Montego Bay. With its thirty buildings adroitly scattered over a hundred-acre peninsula, Round Hill combines the possibility of solitude with the probability of amusing sociability.



Reading the day's mail: Mr. Henry Tiarks and his daughter, Henrietta, over from England to spend her school holidays with her parents.





The Great Hall, elegantly Jamaican, is the administrative clearing house, has card rooms, a travel service, a small shop.



At a Round Hill beach picnic; the Duchess of Sutherland, Lady Broughton, the Duke of Sutherland, and Mrs. John Heinz II.



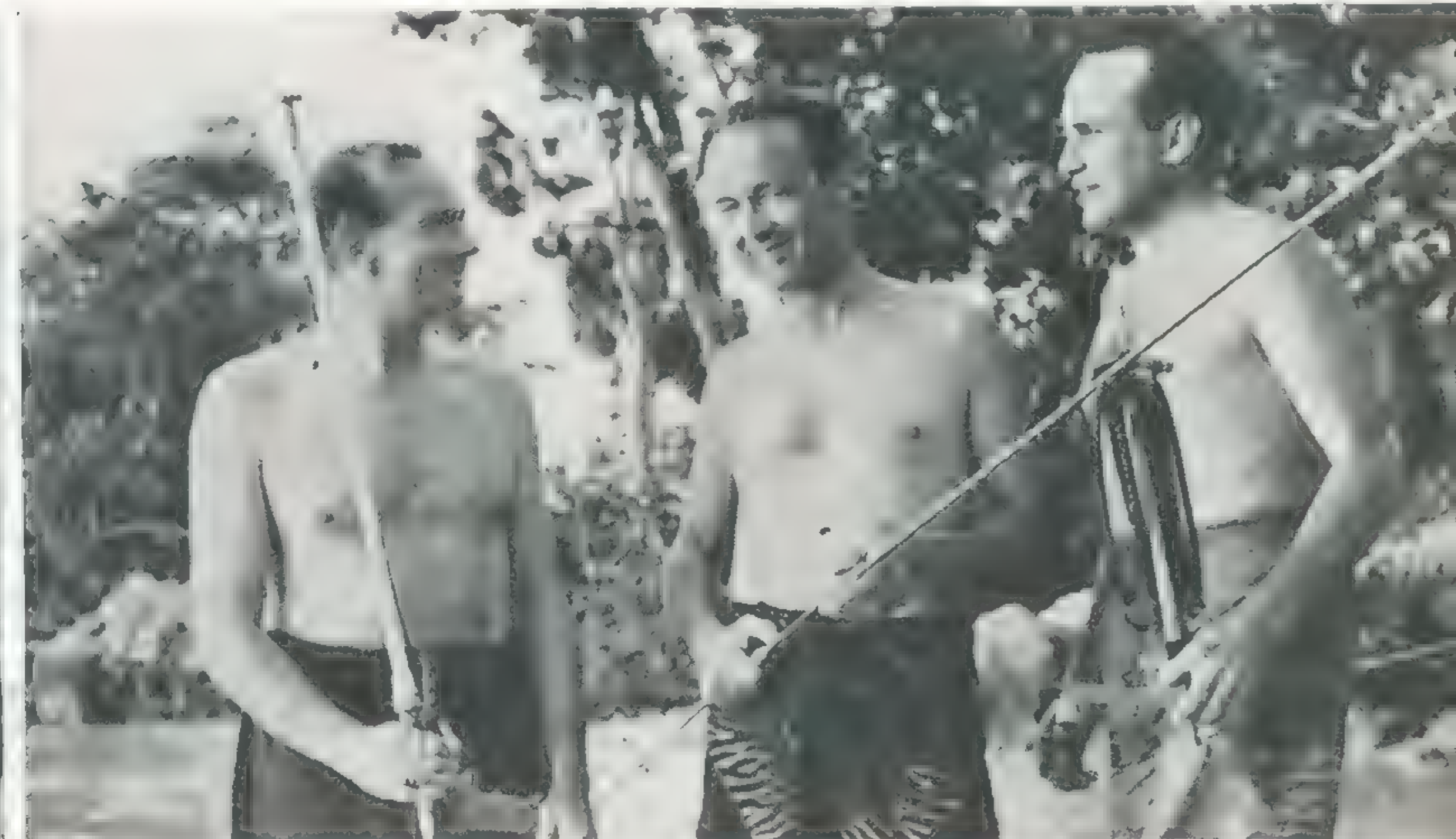
Sir William Wiseman with Mrs. Henry Tiarks; Sir William and Lady Wiseman have a house of their own near Round Hill.



Noel Coward's cottage at Round Hill; like the others, it has two quite separate suites, is usually rented when the owner is away.



Mr. W. F. R. Ballard, Round Hill's architect, here with its manager, Mr. John Pringle, and Mrs. Kingman Douglass (Adele Astaire) outside her cottage.



Mr. Richard Rerrie, Mr. Henry Tiarks, and Mr. John Heinz II returning from spear-fishing. Red snapper is the prime catch in these waters.



Lady Wiseman with the Duke of Sutherland at dinner. The dining terrace is backed by a wall of natural rock, specially lighted by Tom Lee.



Pineapple-topped beds (these in the McAdoo's cottage) are in all bedrooms, every one with a head-on view of the Caribbean.





Captain Molyneux, one of Paris' great fashion designers until he retired in 1951, now paints for his work and pleasure.

## IN JAMAICA— EDWARD MOLYNEUX'S SUN-HOUSE

High above Montego Bay, Captain Edward Molyneux has designed, behind a pink stone wall, a low, sugar-white house where he spends his winters. In the interest of quiet and privacy, his design slaps some axioms of architecture for the damp tropics: rooms with fortress-thick walls seal off from each other, deliberately avoid Jamaican air-sifting openness. A zigzag staggered wing of bedrooms (so planned that each room has its own terrace and each guest is invisible to the others) is attached to an airy fifty-foot-long living room, fourteen feet high for coolness. There, against beige walls, Molyneux has arranged eighteenth-century furniture. From this cool half-tone room there open dining and living terraces, all yellow and white, bright as chrysanthemums, where the daytime life of the house goes on just out of the beat of sunshine. In the making is an orchard, where only orange and yellow fruit will grow.



Left: Oatmeal-beige terrazzo paves the white dining terrace.





HORST



The yellow and white living terrace has white sailcloth curtains to sift the sun.



White flowers, white sunlight sharpen the beige living room



Most meals are served outdoors; the table decorated with fruit and leaves.



The bedrooms, each with its separate terrace, are set in a zigzag for privacy.

The long, low façade of the house looks over an enormous swimming pool, on over Montego Bay.







**Herman Wouk:**  
**"The Caine Mutiny Court Martial."**

## CANDIDATES FOR PRIZES: 9 YOUNGER PLAYWRIGHTS

*These nine playwrights, one of whom won the Pulitzer Prize last year, have brought to the theatre vitality, excitement, hope, the sting of talent, and audiences. Their outlook differing widely, their output ranging from high comedy to the grimmest photographic sadism, they have in common certain craftsmanship. Without bucking the system but by sticking with it, they have mastered their craft, usually through the drudgery, and sometimes through the excitement, of radio and TV and the movies. In many cases, their development was arrested or at least diverted by service in World War II. Now, still young, still exuberant with their first successes, they are creatively on an upward trajectory. Just about the time this appears, the Pulitzer Prize and the Drama Critics' Award will be announced.*



**George Axelrod:**  
**"The Seven Year Itch."**



**William Inge:**  
**"Picnic."**

FAURER



HERMAN WOUK, who wrote *The Caine Mutiny Court Martial*, the most important play of this season, achieved both critical and box-office success with it, a change from his first play, *The Traitor*, which was a "flop d'estime" in 1949. (There is talk that *The Traitor* may be revived next year since its theme, the betrayal of a country by a Klaus Fuchs kind of scientist, fantasy when Wouk wrote it, is now a known and chilling fact.) An intellectual with few intellectual pretensions, Wouk switches with apparent smoothness from one writing field to another, but he actually finds none of it easy. He often quotes Sinclair Lewis' maxim: "To be a writer you have to apply the seat of your pants to the seat of a chair," pointing out that Lewis made about seventeen million dollars that way. Unsurprised by the success of the *Court Martial*, following the fantastic success of his book, *The Caine Mutiny*, Wouk expended an agonizing amount of work on it; so did the producer, the director, and the cast. Professional to the bone, Wouk seems to face the writer's life without temperament and without illusion, much as a sensible man faces the dentist.

GEORGE AXELROD, author of the rushing study of marital doldrums, *The Seven Year Itch*, is a bone-crushing young man who looks like a prep-school senior who's terribly big for his age. In addition to being a New York hit, *Itch* has played in England, in France, where it was called *Demeure, Chaste et Pure*, Rome, where it flopped, and Milan, where it was loved. Peru liked it and Stockholm is about to see it. When the whole thing is wrapped up, including movie rights, Axelrod will make a fantastic amount of money. (He sold his next play, *Pffft*, straight to the movies.) At eighteen he began writing radio scripts, later turned to TV, with three years out in the Signal Corps ("went in as a private, came out as a private, did the whole thing, five battle stars, dug holes for telephone poles, did the whole bit"). *The Seven Year Itch* "bit" released him from TV comedy writing, for "in radio, you get ulcers; in TV, you die." Axelrod added, "About one writer a year escapes from comedy TV and every year they all wonder: Who'll go over the wall next?"

WILLIAM INGE, at forty-one the senior member of this group of playwrights, won the Pulitzer Prize and Drama Critics' Award last year with his effectively tumultuous *Picnic*. With the high technical proficiency common to all this younger lot of dramatists, Inge has an almost painful insight into the lives of his characters, a piercing awkward sympathy with their problems. At seven, in his native Kansas, he gave dialect recitations, later acted in high school. Then, after graduation from the University of Kansas, he joined a travelling tent-show, a Toby show starring a rustic comedian, "the Toby," who invariably had red bangs and freckles; the Toby, incidentally, still survives in Howdy Doody and Bergen's Mortimer Snerd. Later Inge taught at Stephens College, then became drama, movie, and music critic for the *St. Louis Star-Times*. There he wrote his first play. It was about Kansas. In 1949 he moved to New York but went on writing about Kansas. Four years ago he had his first big success, *Come Back, Little Sheba*. "A play," said Inge recently, "should be admired for the experience it gives, not for the ideas a playgoer comes away remembering. He should feel richer within himself, more responsive, more aware."

SAMUEL TAYLOR wrote this year's wittiest fairy tale, *Sabrina Fair*, in which a book-loving chauffeur gives his daughter a half million dollars on which to marry a millionaire yachtsman. He is a playwright who prefers a quiet audience, rocked with "inward laughter," but audiences at *Sabrina Fair* burst out constantly with un-inward laughter. At the Boston opening, Taylor, fidgeting, said to the director, "I don't want them to laugh there!" When Taylor was a brilliant ten-year-old in San Francisco, he possessed so towering an IQ that his progress through school was noticed by Professor Lewis Terman of Stanford University, one of the developers of the famous Stanford-Binet Intelligence Quotient Tests. After Taylor finished at the University of California and came to New York for his first job, that of play reader, he continued to keep in touch with Professor Terman. A few years ago, during a spell of screen writing on the Coast, Taylor went with his handsome dark Norwegian wife and their two sons to call on the Professor. Elated, Professor Terman tested all their IQ's on the spot.



Samuel Taylor:  
"Sabrina Fair."

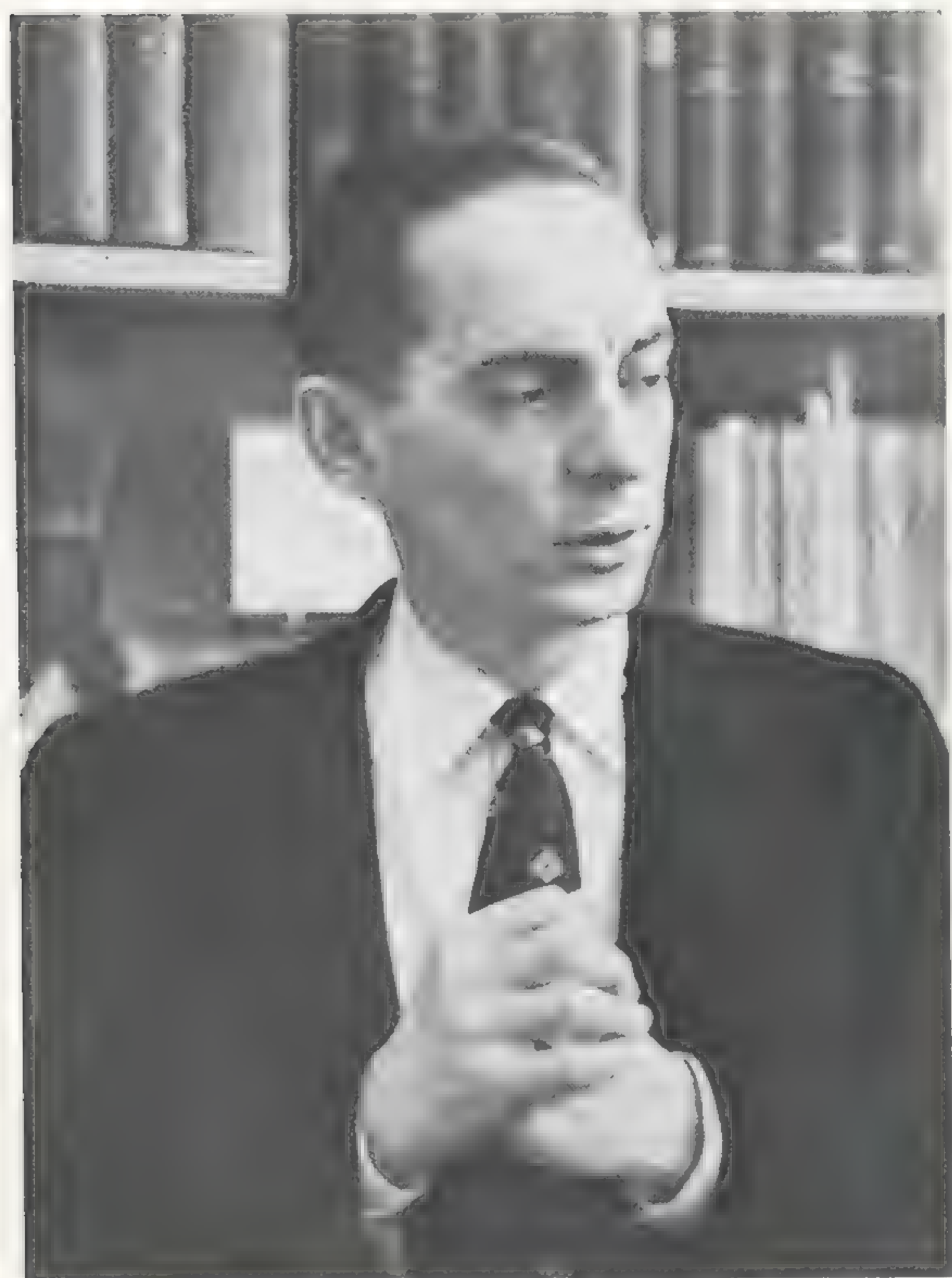




FAURER

**Robert Anderson:**  
"Tea and Sympathy."

## PLAYWRIGHTS *continued*



**Howard Teichmann, co-author of**  
"The Solid Gold Cadillac."

ROBERT ANDERSON, author of the season's first important hit, *Tea and Sympathy*, looks extraordinarily like a man of good will, a Harvard graduate, an ex-schoolmaster, and an ex-Naval officer, all of which he is. During his four years in the Pacific, he wrote his first play. Since then he has written four more plays, of which *Tea and Sympathy* is the first on Broadway. Its memorable moment has no word of dialogue—just the understanding wife of a housemaster, alone with a schoolboy of eighteen, who has been frightened about his virility. With his wife, Anderson lives in Greenwich Village, but works in a ghastly room on Fourteenth Street.

HOWARD TEICHMANN, who is co-author with George S. Kaufman of *The Solid Gold Cadillac*, a banging, wise-cracking, terribly old-fashioned but enormously funny play without a thought for "inward laughter," is a crack professional writer of whom no one outside radio and TV had ever heard. During the war, as an Army radio consultant, he unearthed from the files such magnificent stories as that of the Four Chaplains, blazed them around the free world. Last year he wrote the famous Ford Fiftieth Anniversary TV show. When Teichmann and Kaufman started their collaboration, they had no idea for a play, but were rich in titles—*Rainy Day in Newark* and *Poor General Motors*. Early in the first act, Teichmann said, "I think we ought to have a little man in here." Kaufman said, "What if the little man were a little woman?" The little woman is Josephine Hull. Everything about Teichmann seems to sparkle, his hands swoop through the air, and he talks with passion about the Civil War. His wife said: "Every time Tyke reads a new book about it and Stonewall Jackson dies again, he cries again."



CALDER WILLINGHAM turned his novel, *End As a Man*, into an unrelenting, uncomfortable, and unforgettable play of schoolboy brutality, with corruption maggoting all the characters. To him a play is easy, "it's just answerin' back and forth and you can write an act in a day." Except when he is working, Willingham seems collapsed in languor, a man of skeletal thinness with a long pale face topped by two collapsing haystacks of carrot-coloured hair. With a massive disdain for "intellectual" writing, thirty-two-year-old Willingham, a native of Rome, Georgia, explained once, in a voice dripping with Spanish moss, "everybody's ti-red o' this clevah-clevah stuff, this childish *avant-garde* philosophy."

LIAM O'BRIEN wrote *The Remarkable Mr. Pennypacker*, a comedy with a superb first-act curtain line, and the decreasingly adorable habit of repeating its one fine joke: Mr. Pennypacker believes righteously in plural marriage, has another family in Philadelphia. A refreshing young man with bright blue eyes, black hair, and a husky voice, O'Brien wrote his play, his first success on Broadway, in Hollywood between movie scripts. (He likes it on the Coast because "you can always find some other loafer to play tennis with.") He is a dramatist who prides himself on his cool professional attitude, his absurd lack of temperament. "I work like a bookkeeper, nine to five with a break for lunch." Unlike a bookkeeper, he thinks best with his feet on a radiator and music playing. Before the opening of *The Remarkable Mr. Pennypacker* in Hartford, O'Brien ate steak and pie à la mode, then sat through the play and clapped loudly at his own joke. "You do as much as you can," he said, "then it's in the hands of God and the actors."

JANE BOWLES wrote *In the Summer House*, a plotless excursion about a woman who builds up a satisfying fiction about herself by using her daughter to avoid facing self-truth. At times Mrs. Bowles laid bare the nerve-ends of her characters, occasionally those of her audiences. A tense, shy woman, introspective to the point of agony, she has an equal interest in the agonized probing into the emotions of others, an interest displayed in her short stories and her novel. She also has a calm wit. Originally, *In the Summer House* was written in Vermont, then rewritten in Europe and Africa, losing plot to increase "magic as opposed to construction." Said Mrs. Bowles: "There's no point in writing a play for your five hundred goony friends. You have to reach more people."



HELLA HEYMAN

Calder Willingham:  
"End As a Man."



Liam O'Brien:  
"The Remarkable Mr. Pennypacker."



Jane Bowles:  
"In the Summer House."



# THE WILDER SHORES

Each of these four women deserted Europe for what she felt to be the smouldering excitement of Islam, for the ways of the Arabs. Together, they are the subject of the forthcoming book, *The Wilder Shores of Love*, by the well-known English writer, Lesley Blanch.



## Isabelle Eberhardt

She was legendary: a woman dressed as a man (her journals, written in French, usually refer to herself in the masculine gender); a European turned Arab; a tormented Slav soul who was forever seeking peace in Islam's faith—and flesh. Her mother, the pampered wife of a Russian general, fled with the children's tutor, an anarchist ex-priest of Circassian origin. He was Isabelle Eberhardt's father, whose embittered personality dominated her childhood, set in the pale lake-side of Geneva. The child learned Arabic along with Greek and free-thinking.

In 1880, when she was eighteen, she fled, to wilder, brighter shores. The Sahara was the landscape of her soul. "I wanted to possess this country, but it has possessed me." She began to write, brilliant, subtle, yet often brutal sketches of this new life into which she plunged so recklessly. Her writings remained unrecognized; only twenty years after her death were they properly appreciated.

During her lifetime she was known as "Si Mahmud," the penniless outcast of North Africa. Yet with all her wildness she remained gentle, devout, and dreamed of becoming a *marabout*, a venerated priestess. Her mystic withdrawals alternated with excesses to make a *Légionnaire* recoil. She out-drunk the Spahis and trafficked in Ouled Naïls for the price of a packet of hashish. Yet, *déclassée*, she remained *racée*; to the Arabs she was "La Bonne Nomade"; and certain men, the élite of the French Army, too, recognized her qualities. She became the trusted friend and advisor of General Lyautey, who used her knowledge of Arab affairs, her unique position among the Moslem leaders, to further his penetration of North Africa.

Her Arab lovers were without number, yet her deep love for her insignificant Arab husband led her to dream of a bourgeois old age keeping a grocer's shop with him. And her wild blood let her rage out across the desert towards those far distances which were her drug and stimulus. She was forever seeking some unattainable mystical revelation—*l'Absolu*.

But at twenty-seven she was doomed. Such freedoms had their price: her diseases multiplied; her teeth rotted (while converting the Berbers to hygiene she was too lazy to carry a toothbrush). Beneath her turban her head was close-shaved, her voice raucous. All the sweep and surge of her morning had crumbled. Only infirmity remained. But she escaped the prison of old age. She died as strangely as she had lived—drowned in the desert. Suicide, or her long-suffering husband's revenge? General Lyautey set his troops to salvage her manuscripts from the flood *débris*, and built her a tomb at Ain Sefra, looking out over the great desert. Saharan legends remember her still.

## Aimée Dubucq de Rivery

She was a slave who enslaved three successive Sultans, a French girl seized by corsairs on her way home to Martinique from a convent at Nantes and presented to Allah's Shadow upon Earth—the Sultan Abdul-Hamid I. She was never to leave the stifling confines of the Seraglio with its atmosphere of sinistry, sensuality, and intrigue, but through her son, later the Sultan Mahmud II, "The Reformer," her influence had world-wide repercussions.

She might be called Turkey's first Westernizing force. To her can be attributed most of the reforms which earned Mahmud his title and ranged from the destruction of the dread Janissaries Corps to the appointment of Donizetti's brother as Court Musician, or the establishment of schools, hospitals, and the right of free worship.

It has been held, too, that she was the force which hastened Napoleon's downfall by the Turkish-Russian treaty of Bucharest. It is possible; the Emperor's cynical treachery towards Turkey's many overtures was thus avenged; and then, too, perhaps there were purely personal, or family motives. The Empress Josephine was Aimée's cousin, her childhood companion in Martinique, whom she never saw again, but whose glories she followed proudly from behind the high walls of the Seraglio. When Napoleon thrust aside his wife so ruth-



Aimée Dubucq de Rivery

Sultan Mahmud II, her son



# OF LOVE

BY LESLEY BLANCH

lessly in the interests of an Imperial dynasty, Aimée may have found a circuitous way of avenging her slighted cousin.

In any case, everything about "the French Sultana" remains mysterious. As an infidel, both her position and her son's were doubly suspect among the Orientals. Thus she remains a romantic cypher, sensed rather than seen, flitting through the kiosks and courtyards, where a counterpoint of violence and *volupté* prevailed. While the odalisques spent long hours lolling in the steamy limbo-land of the baths, the Janissaries piled the newly-severed heads of their enemies into reeking pyramids beside the Gate of Felicity. Dwarfs scuttled, buffoons tumbled, the caged nightingales trilled, and the malevolent surveillance of the mutes and eunuchs was everywhere.

All this accumulation of frustrated beings waited on the whim of one man—the Grand Turk. Even in that paradise of houris Aimée's silvery northern beauty was celebrated, but it was her *douceur* and her integrity which won, and kept, her high estate. Unsuspected, hidden within the Seraglio, isolated forever from all she had known, she prepared a new kingdom for a new ruler, and led the ingrown world of Ottoman administration towards the open horizons of civilization.



The Honourable  
Jane Digby El Mezrab

## The Hon. Jane Digby El Mezrab

**T**he greatest beauty of her epoch, and the scandal of raffish Regency London, she was known as Aurora, the Light of Day. Her fabulous marriages, love-affairs, and divorces embroiled several princes, two kings at least, Balzac, a Greek count, an Austrian diplomat, England's Lord Privy Seal, and an Arab sheik, so that she summed up her life-story shrewdly enough when she said it read like "a naughty *Almanach de Gotha*."

As Earl Leicester of Holkham's granddaughter, and the seventeen-year-old bride of pompous Lord Ellenborough, she seemed destined for aristocratic stagnation, the pattern of her kind. But she was other clay: an Amazon, who galloped through life towards the wilder shores of love, each new love-affair an encampment along the way, leading towards the goal she tried to reach—but could not reach alone. Only in her mid-forties (and wearing a crimson velvet pelisse, Edward Lear tells us), was she to ride over the Syrian desert, into the black Bedouin tents, there to find her fourth and last husband, the love of her life, the Sheik Medjuel El Mezrab. But long before that decisive moment, she had been moving, unconsciously, Eastward. From the beginning.

England's dank climate and creeping tide of Victorian hypocrisy had galled. When Lord Ellenborough petitioned for divorce, the scandal was convulsive. Four separate Bills were required at that time, when divorces only averaged two a year. The Commons, the Lords, the Church, and the King must all consent; but all four were at last agreed. Aurora fled to her princely lover in Paris, and so the first step Eastward was made. Many restless, spectacular years followed, making painful hearing to her family, who turned her picture to the wall. In Munich, as protégée of that eccentric, beauty-loving monarch Ludwig I, then engaged in philhellenizing his capital, the real woman, so childishly simple, kindly, cultivated, and witty, began to emerge from the shell of mere beauty. Her marriage to the Bavarian Prime Minister ended in a duel and elopement, Eastward again, now on the arm of a dashing Greek count. However exotic life in the Greek isles might seem to other Westerners, it palled on Aurora.

There was a musical-comedy interlude with an Albanian brigand chief, when she queened it over the mountain lair, and believed herself, at last, come home. When the brigand was discovered courting her maid (crimping pins, pearls, and stay-laces, even in the Albanian crags), a disillusioned Aurora sailed Eastward again, to Syria, where archaeology and sketching were to be tepid consolation for her vanished youth. But in the desert's blinding glare she encountered the race and the man who held her all the rest of her life.

As Medjuel El Mezrab's wife, she learned Arabic, adopted Bedouin dress, and was often seen kneeling before him in wifely submission, washing his feet. Sometimes she rode at the head of a line of warriors, to avenge some inter-tribal raid. "Had I no mirror, or memory, I should think myself fifteen," she wrote rapturously at sixty. For nearly thirty years her Arabic marriage continued on this burning plane of high romance. True to the East, there was no twilight. She died suddenly, in Medjuel's arms. The Mezrabis still celebrate that golden beauty which led her down such devious paths, towards the black tents of their encampments.

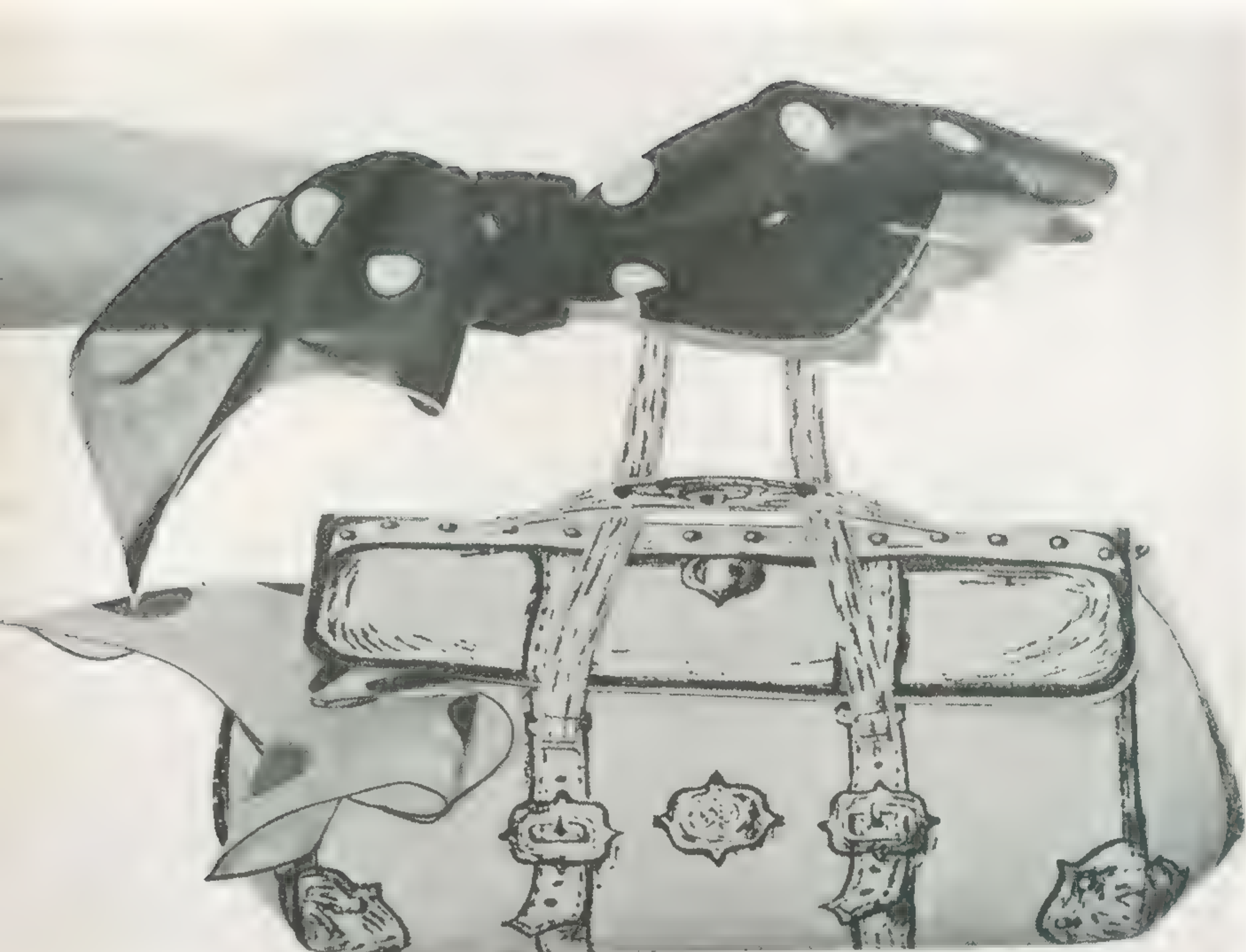


## Isabel Arundell, Lady Burton

**H**er life story was a love story, a great adventure story, too, for she loved Sir Richard Burton, strangest of men. Orientalist, voluptuary, linguist, scholar, and explorer. Although she never accompanied him on his desperate ventures, yet, by loving him, she may be said to have penetrated Mecca, reached Harar, and explored Central Africa. From the beginning she had known what she (Continued on page 169)



# Seeing is deceiving



BLUMENFELD



Every print here: part of a new hoax, perpetrated for the entertainment of summer wardrobes. *At right:* Two prints that think they're crocodiles—Brigance has designed a whole series of counterfeit crocodiles to circulate in the same fashion area as fake leopards—namely, city, beach, at-home. Both these prints, hand-screened on silky cotton. Bare-armed dress of brown cotton printed with black markings, about \$35. Bathing suit and beach shirt of black cotton marked in white, about \$20 and \$18 respectively. All, for Sportsmaker in Springmaid cotton, at Lord & Taylor; Hudson's; Thalhimers; I. Magnin. Real crocodile: the handsome handbag: from Gucci. The big-brimmed leghorn hat with a high-waisted crown: at Sally Victor. *Above:* Painted to look like luggage—smart summer handbags. Both of these, made in Italy. At left, oyster-coloured canvas got up as a nineteenth-century Gladstone bag, \$8\*. Right, black canvas that's a bogus dispatch case, \$8\*. By Aldana, at Lord & Taylor; Neiman-Marcus. The handkerchiefs are themselves—no hankypanky here. At left, big squares printed with big dots, by Bloch Frères. At right, scarf-size square, by Echo. All at Lord & Taylor. *Left:* Real gold representing itself as dragon's scale. The whole bracelet, flexible; the tail firmly in the grip of a golden knot. By Cellino. At Brand-Chatillon; Neiman-Marcus.

\*PLUS TAX









FRANCES MC-AUGHLIN



Fine cooling system—





## look cool

Very basic way of controlling the temperature—visually. All it takes is a hairbrush, a shady hat, cool jewels (rhinestones, jet, chalk), and dresses like these, with coolly polished cuts. *Above left:* One of the airiest dresses in our current fashion calendar—pale-yellow Swiss voile over its own yellow cotton slip, \$23. The ice-chip earrings and bracelets, by Weiss. *Above right:* Something tall and frosty—white dress, the top tucked, the skirt pleasantly pleated, the whole thing of Du Pont Dacron, and therefore washable. \$23. For town, with a black hat, black cotton gloves by Grandoe, jet bracelets by Dalsheim, a printed Ronay bag. *Directly left:* Town, country, in between—dark blue and white Italian cotton dress. \$18. *All dresses:* by L'Aiglon. All, at Lord & Taylor; Marshall Field; Harzfeld's; Frederick & Nelson. All the accessories, also at Lord & Taylor. The Swedish plant basket, at Bonnier's.





DIANE AND ALLAN ARBUS

Not for children:  
baby dresses







Age-of-innocence cottons, all cut in junior sizes. Intended for terrace cocktails, dinner, dancing... that much is clear. And who can carry them off? (Simply a junior figure, we've found, is not enough.) Either: the very young, with a strawberry-soda air. Or else: a very *very* polished young woman, with the look of a work of art. **1.** We added the sash: black-and-white checked dimity (baby-bonnet-pretty) with tiny shoestring straps. By Junior Sophisticates, in ABC cotton. \$23. Bendel's Young-Timers. **2.** White imported Swiss organdie (Sunday best in the nursery), shirred and lace-trimmed everywhere; pink cummerbund. By Junior Formals. \$70. Jay Thorpe. Sandalfoot stockings by Archer. The pastel kidskin sandals by Paramount. **3.** Little-girl white broadcloth, with a surprise: black braid ribbon run through the eyelet trim (all washable). By Carlye in Wamsutta cotton. \$30. De Pinna. **4.** Ruffled pink cotton shirt-ing, tiny pearly buttons. By Junior Sophisticates. \$30. Pink piqué bicycle clip with daisies; both at Bonwit Teller. Pink kidskin opera pumps by Life Stride. **5.** White Stoffel ribbed organdie, its own petticoat; baby-blue cummerbund. By J.L.F. \$45. Dotted white acetate parasol. Both at Bonwit Teller. **6.** Rose print on white dimity; tucked front, pink cummerbund. By Junior Sophisticates of ABC cotton. \$30. Bendel's Young-Timers.







## New: tropical colours, cut cool

Stated brilliantly here: the new importance of open shoes. Tropical colours, cut for coolness; ready to accent chalk-white, pastels...or to be a part of the one-colour costume (news, this—dress, shoes, beads to match). Left to right: Flat-heeled open sandal in banana kidskin; \$13. High-heeled sandal in orange calfskin; \$16. Both by Mademoiselle, both at Lord & Taylor. Flat-heeled pump, perforated all around, in banana kidskin. A Millerkin; \$16; I. Miller. Centre, pointing up: High-heeled sandal in turquoise calfskin, \$22, by and at Andrew Geller. High-heeled diagonal sandal, in orange kidskin. By Laird Schober; \$17. At Arnold Constable. Pointing right: Medium heel orange calfskin. By Bare Foot Originals; \$16. Bloomingdale's. In front of them all: High-heeled sandal in turquoise kidskin. By De Liso Debs, \$18; at Bloomingdale's. All colours here a part of the new Allied kidskin palette. Shoes in tropical colours also at shops listed on page 169.

## New: the tulle stocking

The *feel* is new: open, breezy. The *look* is new: a wispy haze of fine nylon net that settles over the leg. The *construction* is new: every single stitch is interlocked. Can't run, of course; but that's really the least of it. Sandalfoot, in "Frosted Apricot." By Palmyra; Marshall Field. With it: chalk-white sandal, by Martinique, in Hubschman calfskin; Bloomingdale's. Bracelet and ring: gold and diamonds, by David Webb.











# All dressed— except for a dress

Where lingerie leaves off and dresses begin: it's very hard to say this summer. The lingerie dress (in fabrics like China silk, cotton georgette, handkerchief linen) is a fashion with high fashion-standing—and there are organdie ruches, fine little tucks, embroidered French knots, and lingerie fluting, on some of the smartest new summer city costumes. As for lingerie itself—its soft, frothy delicacy now has, in addition, a newly polished line, a new look that's more dressed than undressed.

*Facing page:* From the Jacques Fath collection, fashions we won't see much of (but they'll be there, under the prettiest summer dresses)—back-laced bodice brassière, lace petticoat, and lace-topped stockings. All, Bergdorf Goodman; Wanamaker's, Phila.; I. Magnin. Rhinestone garters (and jewellery) by Scemama, the Jordan pumps—designed especially for Fath. Primavera chairs. *Right:* Twin petticoats to wear with a bodice brassière—the look in summer lingerie, more dressed than undressed. Both petticoats by Fischer, in white cotton batiste and French lace threaded with blue ribbons; \$9 and \$11 (more lace) for each. Both, Saks Fifth; Harzfeld's.







## Fresh flowers in the bedroom

*Directly above:* Red roses neatly arranged on white cotton plissé, with latticework at the top and straps crossed at the back. This defines the new nightdress perfectly—a dream of a dress. By Kickernick, \$6. At Best's; The Broadway. Julianelli mules. *Centre:* Cornflowers in brilliant blue bloom on a field of white cotton batiste. A demi-long nightdress strapped and sashed with black nylon ribbon. By John Norman, \$15. Bonwit Teller; Sakowitz. *Above, right:* Sprays of fresh green fern (a few blue fronds among them) on a white cotton batiste peignoir, falling airily full from a V-neck front and back. About \$35. By Perfect. Bergdorf Goodman; I. Magnin. *Directly right:* Cabbage roses running riot on a white cotton plissé nightdress. It's demi-long, with a flounced hem; the little sleeves and the bodice are edged with fine little lingerie ruffles of white lace. By Artemis, \$6. Bloomingdale's; D. H. Holmes.

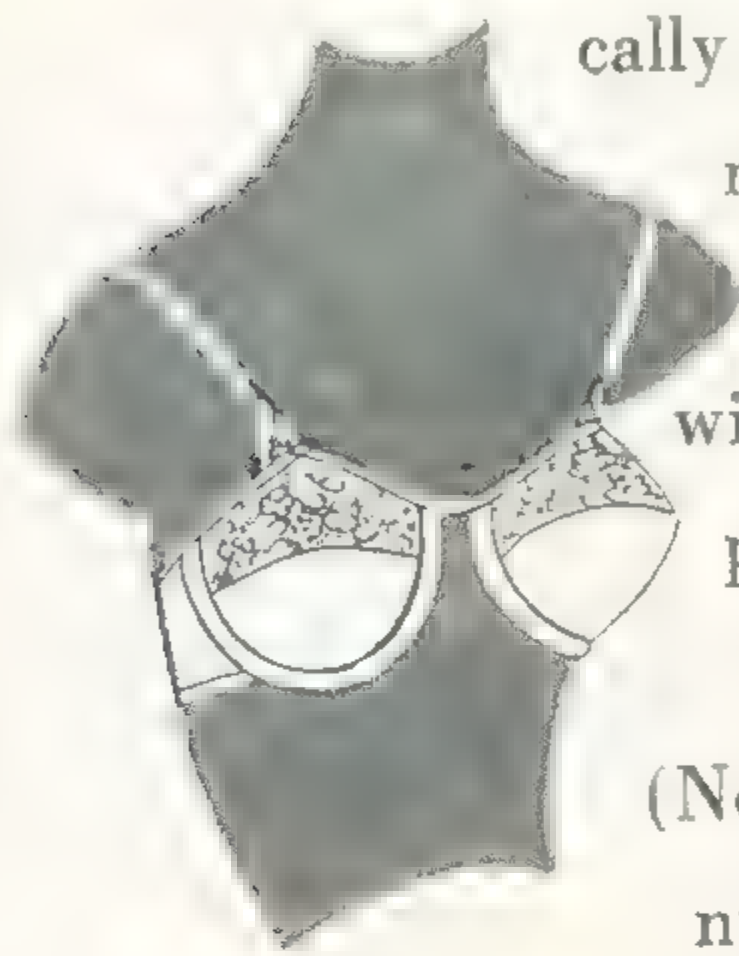






# Fresh answers in the lingerie drawer

**S**hown on these pages: forethought for summer problems in the fitting room. The answers: all in lingerie, specifically made for backless dresses, wide summer necklines. For example, to wear with a widely-scooped neckline, here's a bra with the good sense to have *really* wide-placed straps. It's lightly wired, which means it's inconspicuously on the job. (Notice how low it's cut.) All of Du Pont nylon. By Bien Jolie, \$7.50. Lord & Taylor.

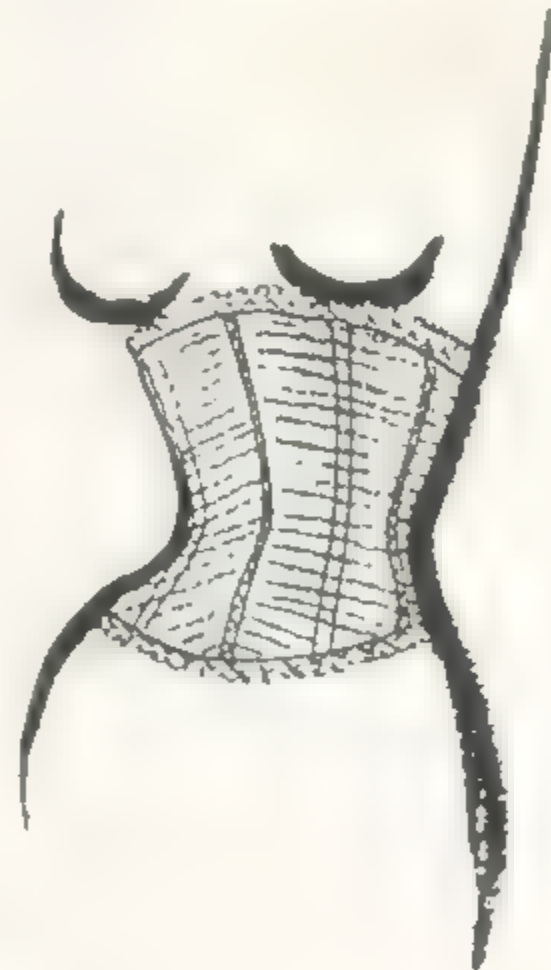


Here's all the corsetry you'd need under the billowy summer skirts of the dresses on pages 144 and 145 (and, of course, this keeps stockings in place). More than just a garter belt: there's a wide elastic waistband, a firm satin panel in front, and the rest



is all elasticized cotton and nylon lace.

This garter belt (the slip-on kind) by Olga of California, \$4. At Saks Fifth Avenue.



At right, wonderful basis for a taut-waisted dress—a midriff-smoother (not a breath snatcher). Nice to wear with stocking-less *cabaña* clothes, to name one current situation. It's made of very elastic white nylon marquisette, stitched over with a pretty pattern of Lurex silver thread. By Warner's, \$7.50. Best's. At right, for strapless dresses, a midriff-smoother that includes a bra and garters. The news: it's made of hard-to-find black cotton, prettily embroidered. The brassière is lined and wired under the bosom. By Perma-lift, \$11. At Gimbel's.



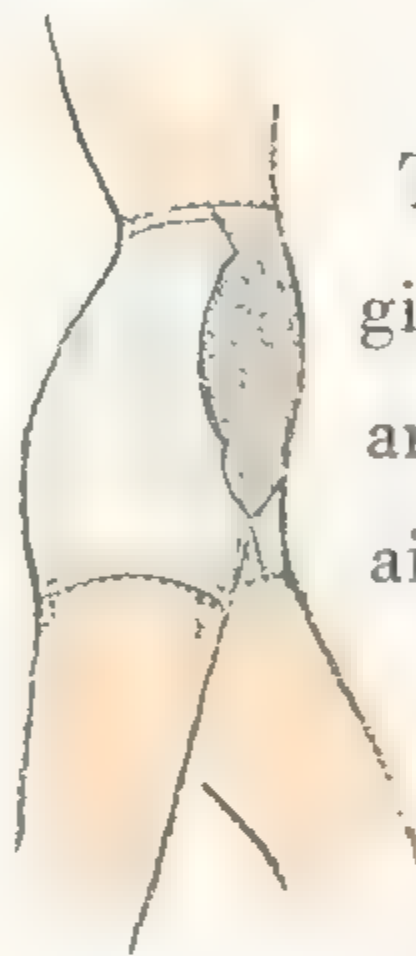
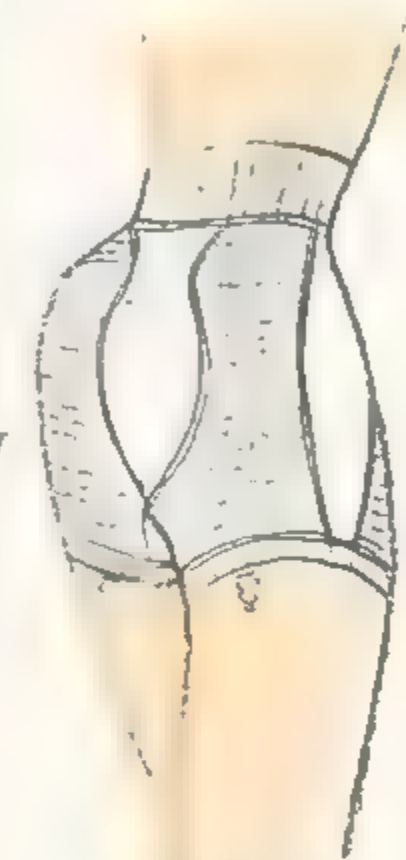
*Dayman*



This news for only the slimmest of figures, to wear with full skirts, softly cut dresses in sweltering weather: nylon tricot panties with detachable garters (stockings stay nicely in place). These also have inserts of elastic tatting, so they can't possibly slip or bunch around the waist.

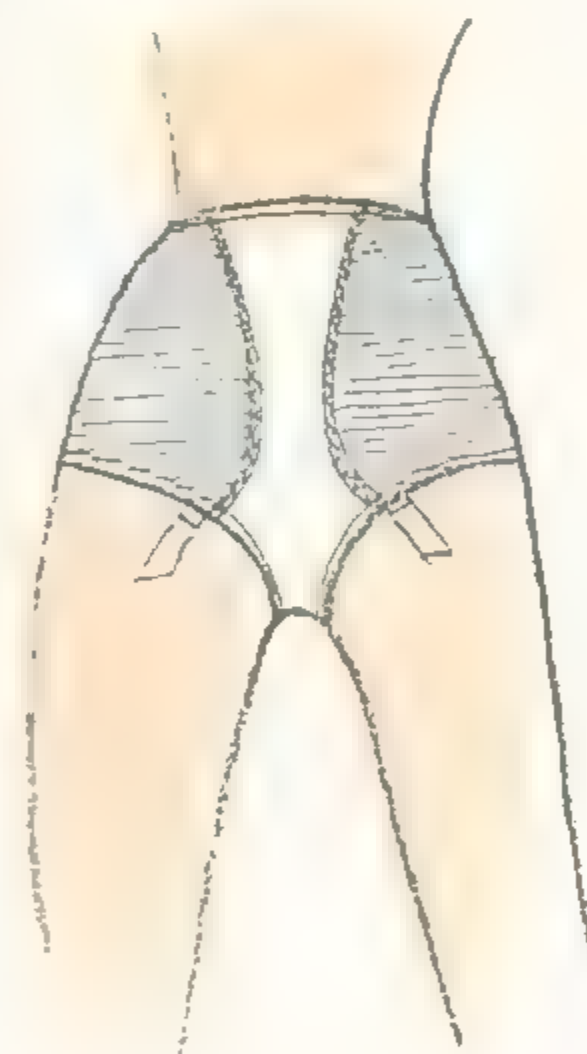
By Bevs, \$4. Best's.

Below right: for controlled figures, even in hot weather. A summer-weight pantie girdle with great thinning power—it's nylon power net with satin and Lastex panels over hips and tummy, and a narrowing waistband . . . all of it, very sheer. By Formfit, \$6. Franklin Simon.



To wear when it's 90° weather, a pantie-girdle (at left) of tissue-weight knitted rayon and nylon, ventilated with a front panel of airy cotton lace. By Munsingwear, \$5. Best's.

Below, right: to wear with full skirts or shorts, perhaps: this bare minimum of a pantie girdle. It's made of elasticized silk chiffon with rayon satin and Lastex panels in front and back. By Co-Pilot, \$12. At Saks Fifth.



At left, pantie girdle to wear, perhaps, with slacks. All of rayon and nylon mesh. By Vassar, \$5. Bonwit Teller.

Below right: could be part of a summer bride's trousseau, all silk—silk satin panel, lace, silk power net, silk-ribboned garters. It's also a strong-minded girdle, built up three inches above the waist. By Lily of France, \$50. Lord & Taylor.







To wear with summer dresses that require a nicely-controlled figure:

this cool, airy girdle made entirely of elasticized nylon lace (the lace flounce, of course, isn't elastic).

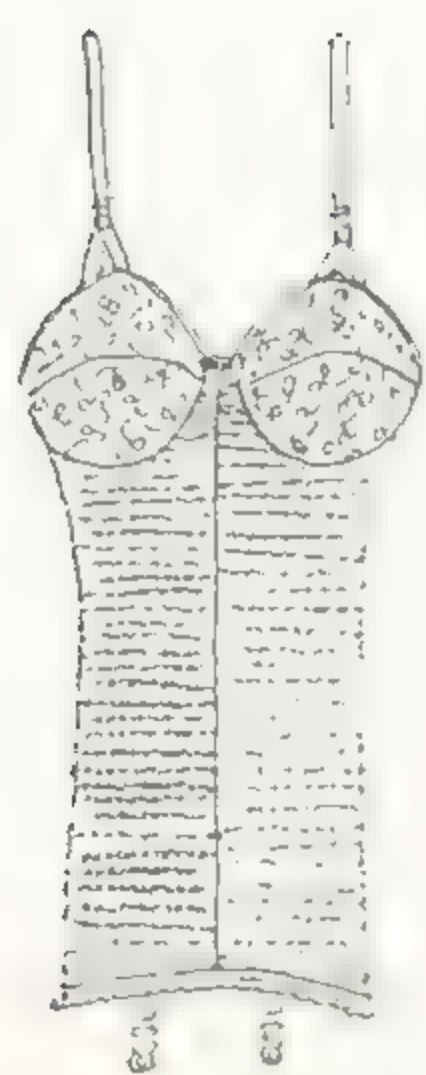
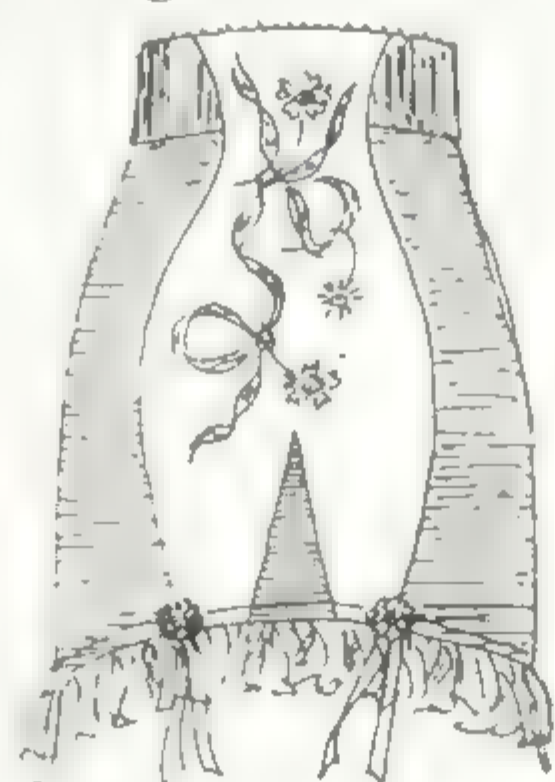
And this black-lace prettiness firmly moulds the figure from well above the waist. By Sarazin of Connecticut, \$28. At Lord & Taylor. Below left: a why-didn't-they-think-of-it-before brassière, made so it *doesn't* cut into one's armpit. The trick is a bias strip on the side that goes right up into the straps.



News too: the body of the brassière is made entirely of elasticized nylon (a cool, specially porous kind of elastic). By Gossard, \$4. At Saks 34th.

More of the sort of lingerie that deserves a lavender-strewn drawer. The pretty girdle below is done up with all sorts of fetching details—a ruffled tulle flounce, ribbon medallions over the garters, a scattering of embroidered flowers in front. But basically it is a girdle—best thing for hip lines since fruit-for-dessert.

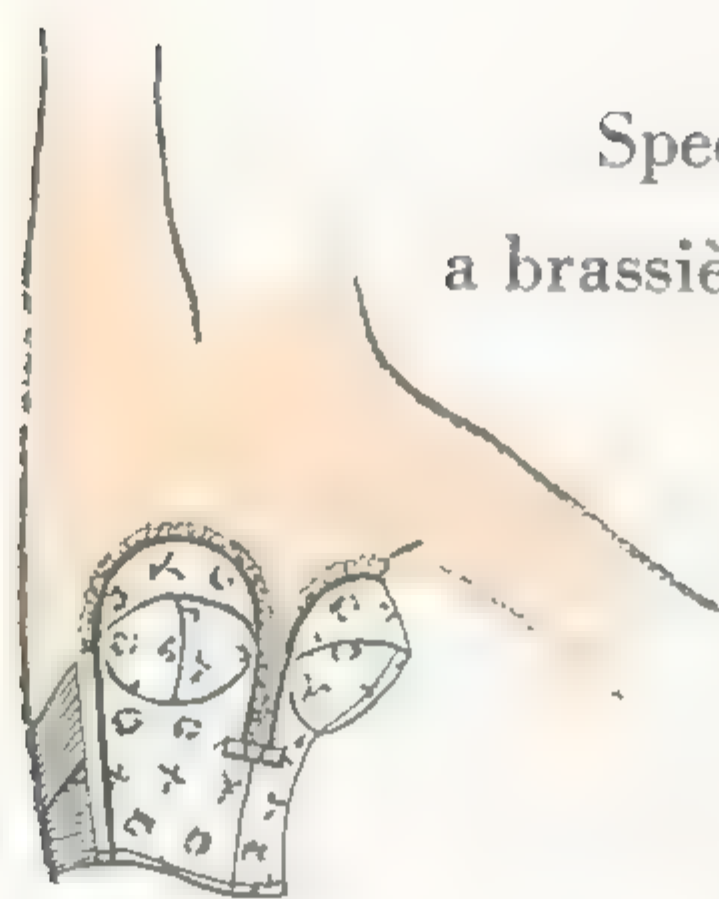
This girdle is nylon marquisette over nylon taffeta, with a non-stretching front panel, a satin and Lastex back panel, and a wide, whittling waist-band. By Nemo, \$11. At Altman.



To wear with summer princess dresses: the all-in-one in its coolest version. Made of very sheer elasticized nylon net, with a marquisette brassière. By Smoothie, \$9. At Franklin Simon.

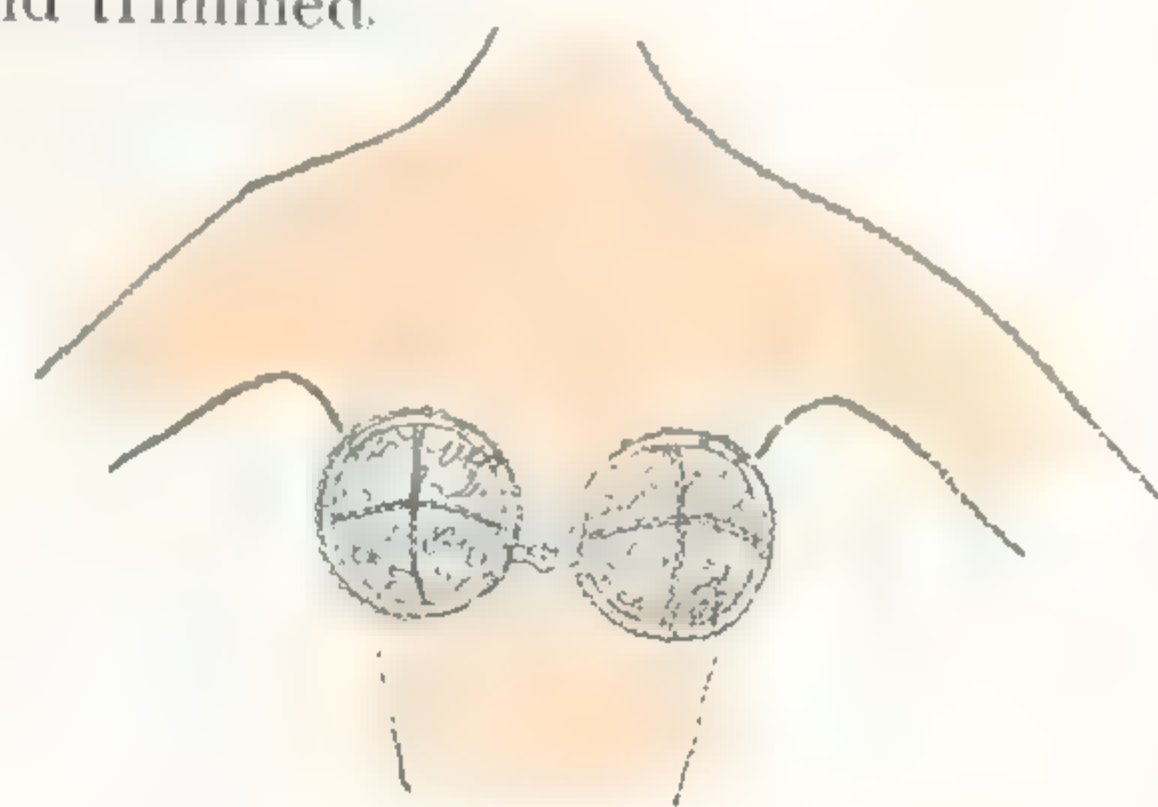
Another cool thought, at right: a garter belt, made entirely of elasticized nylon lace.

By Maidenform, \$3.50. Best's.

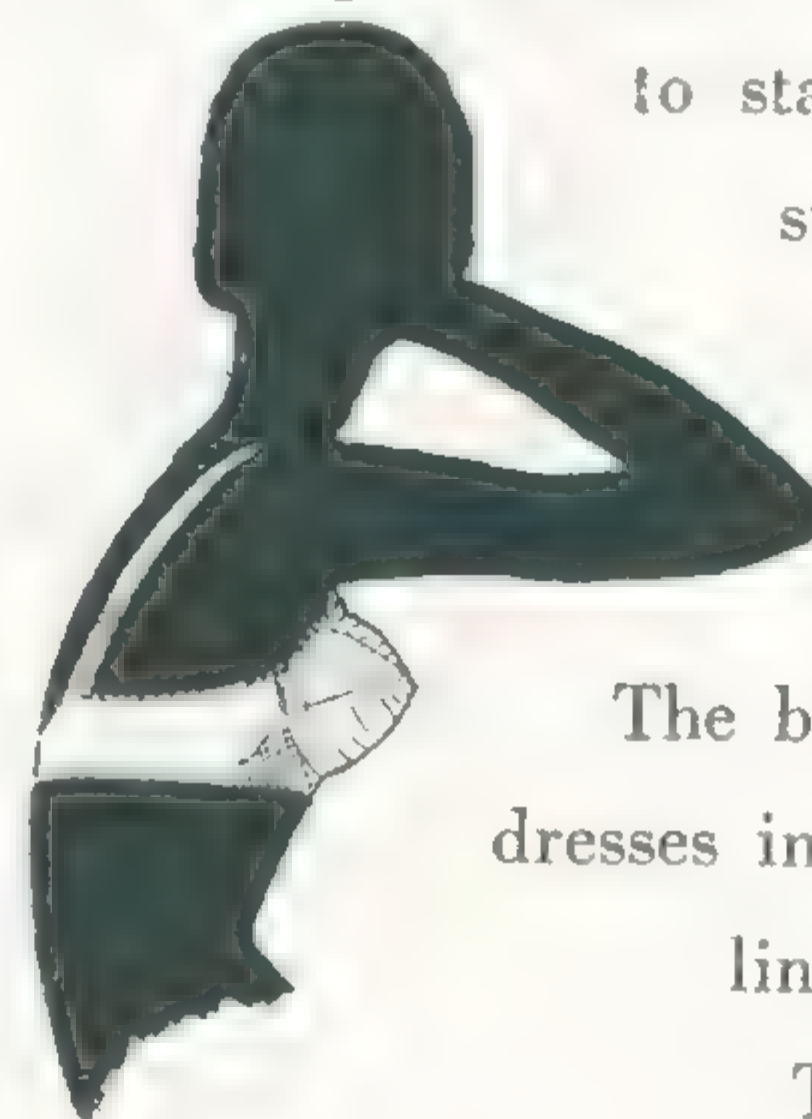


Specific good news for backless dresses: a brassière that's cut to the waist at the back.

It's a long-line brassière, firmly held in place by elastic set on the diagonal. Solves the corsetry problem for low-backed halter dresses. (This happens to be pretty enough to show.) It's made of white pima cotton, prettily embroidered and trimmed with lace. By Flexees, \$9. At Arnold Constable.



Another strapless brassière, above, and more than a brassière: this one is lightly padded—and with some forethought about summer temperatures. The padding is foam rubber, air-conditioned via little perforations. The brassière is intricately wired to stay in place—it's so pliable (yet stationary) you could wear it and play fearless tennis. Made of nylon lace over satin.



By Peter Pan, \$5. At Gimbels.

The bra at left, made with low-necked dresses in mind. The news here: a Pellon lining to shape the brassière cups. The brassière itself, nylon taffeta. By Jantzen, \$3.50. At Arnold Constable.

A girdle that might easily be the prettiest thing in a drawer full of lace handkerchiefs. The diagonal ribbons add to the firmness of the panel—they have a way of making you *feel* slim. The pantie-girdle, a feminine-looking arrangement of nylon power net and marquisette. Nice furbelow: the nylon net ruffle.

By Treo, \$7.50. At Bonwit Teller.





# JAPANESE HIBACHI COOKING: NEW



A beautiful example of an antique Japanese hibachi table: quiet curves lacquered a beet red, a charcoal brazier sunk in the middle. The black lacquered tray, pewter-rimmed (that holds the tea service), and the folding Japanese temple stool are also antiques and all from Mottahedeh & Sons, New York. On the hibachi (about to brew some sukiyaki) a porcelain glazed skillet from La Cuisinière; sterling silver in Lunt's new pattern, "Summer Song," from Plummer's (detail on page 171). The hostess—who takes her kitchen into the living room—wears a yoked cotton blouse and tapered pants (\$30) by Brigrance of Sportsmaker; at Saks Fifth. Setting arranged by Paul McCobb.



# IN AMERICAN LIVING ROOMS

KAREN RADKAI

The newest kind of living-room cooking device since the chafing dish is the Japanese hibachi, an old, old contrivance in Japan. The hibachi is simply a charcoal brazier set, well-fashion, in the centre of a wooden cooking table. The whole thing, table and hibachi, moves easily from living room to terrace, library, or under the trees. The table might be a brilliantly lacquered piece, polished by three centuries, or a modern American one in wood or wicker. Of course, some of the antique hibachis are so beautiful that no one asks them to cook any more. They are honourably retired with flowers in the brazier, and look as high-born and elegant as if they had never done a stroke of work.

As a party asset, an hibachi table, its brazier glowing red, is better than drink or a dancing poodle, partly because of audience-participation: guests like to skewer their own bits of beef or chicken, or toast their *canapés*.

Some people have removed the old braziers and put in electric grills, which is *not* on a par with putting a clock in the stomach of the Venus de Milo, but simply means that those not raised in the charcoal tradition can be sure of temperatures, and results. You can find antique Japanese hibachi tables in America (the one opposite, for instance, is \$550) or you can find American ones, like the wicker and rattan one made by the McGuire Company in San Francisco, for \$75. Hibachi food is delicious, tidy, and clear-flavoured, and very much to American taste. Truthfully, unless you're a dyed-in-the-poetic cook, you don't really *need* an hibachi to make hibachi food. You can make it right on the kitchen stove, or with a Presto electric skillet that plugs in at the table. For some hibachi recipes, turn to page 171. For a famous Japanese potter and superb hibachi cook Kitaôji Rosanjin, turn to page 170.



An upright hibachi, lacquered black and gold, with an electric grill where the brazier used to be, stands in the living room of Mr. John Wisner, who has placed together Japanese screens, Chinese porcelains, French and Italian antiques, and modern pieces of his own design.



To meet Mr. Rupert Drake  
Will you come for cocktails  
on Monday, May 3rd.  
after six o'clock?

P.S. Dear Jane -  
Peter and I will be  
delighted to come for  
cocktails on Monday.  
It will be good to see  
Rupert and Cathy again  
as we enjoyed their  
much in their party.  
Affectionately, J. 3 1

# NOTES ON NOTES: NEWER NOTE PAPERS

New note papers, but the same correct little notes for sending and answering invitations, with the woman of the house doing the secretarial work; a wife does it all unless she is either ill or away from home.

On this page, white note papers by White & Wyckoff. The engraved fill-in invitation cards are from Dempsey & Carroll, who engraved all the papers on these two pages.

1. A cocktail party invitation accepted on a folded informal note; here the engraved name is folded out of sight.
2. A reply, to an after-theatre supper party, on monogrammed note paper, a fold-over sheet in baronial letter size.
3. An acceptance, to an afternoon At Home, on a folded informal card with embossed edge and monogram on top sheet.
4. A husband accepts an invitation (addressed to him only if his wife is away) on his own note paper, a club-size single sheet, engraved with initials in block letters. The engraved reminder card is similar to the fill-in invitation card.

Mrs. Stuart Grandford  
AT HOME  
on Monday, May 2nd

Dear Ralph:  
It's lovely to have you  
back in town and I shall  
love to see you on Monday with  
pleasure. I imagine that  
the Garden Club meeting  
will be short and I  
should get to you by  
five.  
Love,  
Elizabeth



Mr. and Mrs. Peter Paul Graham  
accept with pleasure  
the kind invitation of  
Mr. and Mrs. Jeff Roberts  
to supper after the theatre  
on Tuesday, the fourth of May  
at half past eleven o'clock

Mrs. and Mrs. Jeff Roberts  
request the pleasure of  
Mrs. and Mrs. Peter Paul Graham  
company at supper  
on Tuesday Evening May 4th  
at half past eleven  
Black tie

P.G.A.

Dear Meg:

Thank you so much for your  
invitation to dine on Friday, May 7th  
at eight o'clock. I will come with  
pleasure and with news of Elizabeth's  
triumphal exhi  
her absence w  
be good to h Mrs. and Mrs. Burton Strong

at the pleasure of your company  
Dinner

To remind you of  
Dinner  
with Mrs. and Mrs. Burton Strong Friday evening, May 7th  
on Friday, May the 7th at eight o'clock  
at eight o'clock  
Black tie 1 last 6 o'clock



Dear Elizabeth,

I am so sorry  
that Betsy and I will be unable  
to dine with you on Thursday.  
I have been laid low by a

CLASS OF SERVICE  
This is a full-rate  
Telegram or Cable  
gram unless its en-  
closed character is in-  
dicated by a suitable  
symbol showing a pre-  
ceding the address.

**WESTERN  
UNION**

EX-1223  
(59)

SYMBOLS  
DL=Day Letter  
NL=Night Letter  
LT=Long Letter Telegram  
VLT=Very Long Letter Telegram

GC A009 PD=GC NEW YORK NY 9 1144AME=

MR AND MRS JOHN PAUL FRAZIER=

535 PARK AVENUE NYK=

WILL YOU COME TO DINNER THURSDAY MAY FIRST TO MEET  
MICHAEL LASSITER STOP BLACK TIE EIGHT O'CLOCK STOP  
405 PARK AVENUE TEMPLETON 8-6660=  
ELIZABETH AND JAMES BROOKS=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

480 PARK AVENUE

Mr and Mrs John Paul Frazier

accept with pleasure  
the kind invitation of

Mr and Mrs Brooke  
to a dance

on

Mr and Mrs Henry Brooke

request the pleasure of your company

at a small dance

on Saturday, the eighth of May

To Remind

A small dance

on Saturday, the eighth of May  
at ten o'clock.

59 Park Place

ALL WRITING PAPERS ON THIS PAGE AT ALTMAN.

FURTHER DETAILS SHOWN ON PAGE 164.

MRS. LLOYD JAMES

At Home

Wednesday the fifth of May  
at ten o'clock.

Saturday

R.S.V.P.

2

Dear Peg

John and I would love to  
come on Wednesday at ten.  
We are looking forward to  
it very much.

Affectionately,

Betsy

Telephoned invitations should be followed up with reminder  
cards; telegraphed invitations should be answered either by  
telephone or in writing—and promptly.

On this page, Eaton Diamond White note papers. Engraved  
cards from Dempsey & Carroll.

1. If the wife of a couple invited to dinner is ill, the husband  
declines for both. The paper here is monarch size with his  
name engraved in full.
2. Acceptance, to an evening At Home, on a folded note sheet  
with wife's monogram (here folded out of sight) in centre.
3. Invitation, to a small dance, on engraved invitation card.  
The reply is on formal house paper, a single sheet with  
engraved address only. Fold-over reminder card engraved on  
the (here invisible) top sheet with hostess' name only.
4. Invitation to a country week end. The paper is a folded  
sheet with name of house and address engraved. The guest's  
acceptance is on letter paper with engraved address only.  
Follow-up arrangements on Eaton's Prinscript post card.

HOLLY HOUSE  
BEDFORD HILLS  
SOUTH CAROLINA

Dear Polly,

Could you and Bill come  
for the week end of May eighth?

480 PARK AVENUE

Dear Betsy:

Bill and I would be delighted  
to come to the weekend of May eighth.

We have missed

to see you a

best plan, if

you would

nine-thirty to

will get us

noon and we will meet you

the station. Shall we bring

evening clothes?

MRS JOHN FRAZIER

HOLLY HOUSE

BEDFORD SOUTH CAROLINA

Dear Polly,

So delighted you and Bill can come.  
We'll meet your train on the eighth.  
The Bakers will drive you back to  
town on Sunday. There's a small  
dance at Milly's on Saturday, so  
"black tie" is in order.

Love, Betsy



# Travelling man: tall, dark, and Dacron

Put a man in a *dark* suit and he looks wonderful. (Proof: any navy parade.) Now: put a man in a dark suit woven with Dacron and he *stays* looking wonderful, no matter what—a trip across the continent, a summer scorcher. Dacron's one of the newest ingredients influencing the male clothes-cycle. Particularly, it helps a man look triumphantly cool and kempt in the summer. (A matter of tensile strength: Dacron blended with wool or silk makes a lightweight yet resilient fabric.) Here you see it travelling comfortably *and* handsomely... in the newest dark weaves: black with a hint of white (this page) and black woven with brown (opposite page).  
*Left:* Man staying handsome, travelling on the Santa Fé car, on the Twentieth Century. The suit, a black-with-white shantung weave of silk and Du Pont Dacron, from Hart, Schaffner & Marx; \$80. With it, a Hathaway shirt in cool white batiste Madras, \$6.50.  
*Right:* Travelling by TWA Super Constellation: black-with-brown suit, staying handsome—courtesy of Dacron. Hart, Schaffner & Marx, of Milliken's Dacron and worsted; \$70. The Hathaway shirt in imported white broadcloth; \$8.50. All at Wallachs. Suits, also available at shops listed on page 164.  
*Below:* The newest travelling equipment for a man: the one-suiter suitcase of Fiberglas that can't dent or scuff (it could even be cleaned with steel wool). And it's strong; can stand 11 tons of weight per square inch. By Koch, \$65 plus tax. Dale Fifth Avenue.











FOR DETAILS ABOUT THE MINIATURE EXERCISER'S SUIT, SEE PAGE 167.

## The exercised complexion

*Above:* Our interpretation of a complexion being exercised while its owner rests peacefully. This, apropos of Helena Rubinstein's "Skin Exercisers," which are two lotions in two strengths of pure tingle. These lotions, long favourites in her salons, are also Madame Rubinstein's personal favourites—and, in her own words, this is why. "They work hard to bring the blood to the skin surface—but they *sting*. I do not mind this, myself—but then, I am not accustomed to comfort. And I believe what the French women say—sometimes 'it is necessary to suffer to be beautiful.' "

She showed us how she uses the lotions herself. First she clears her face with "Herbal Cleanser," and "I don't ever waste it—I rub what's left into my hands." Then, "I put 'Skin Exerciser' on a large pad of cotton, gently touch it over the face, not to shock it, then I relax for a few minutes while the skin is getting used to it. Then I press the cotton over the face and neck *firmly*, press—press—press—until there is no strength left in the cotton." (Continued on page 167)



# A new cosmetic for women, young and old acts like an "Invisible Girdle"

All too soon the body begins to sag, the skin becomes flabby and the youthful figure begins to disappear. Up to now there has been no real way to keep the skin of the body firm and tight. An amazing new cosmetic is available. It acts like an "invisible girdle" to tighten and firm the skin of the body.

That bulge around the midriff called "the spare tire" can gradually become smoothed out and firmed if daily you massage this new cosmetic—Diet-Form—onto the skin. What about the hips? The sagging of the hipline can be gradually tightened if you massage Diet-Form into the skin of your hips—back, front and sides.

The upper arms are frequently unsightly because flabbiness has developed. You can endeavor to prevent this on yourself by obtaining a bottle of Diet-Form and starting your massage today.

Are you dieting to reduce? If you are, Diet-Form is a must for you. When you lose weight the skin of the body dries, sags and becomes flabby. Even young women take on premature signs of age and begin to look older. By massaging Diet-Form onto the skin, it becomes tightened and firmed by coaxing back the natural elasticity so that the skin fits the newly reduced body.

If you are young, begin using Diet-Form all over your body so that your youthful, lovely figure can remain beautiful for many additional years.

Your entire body can be tightened and firmed and braced by the daily use of the Diet-Form treatment. No matter what your figure, Diet-Form is a must for you.

Women the world over also know Invisible Beauty Strap, the famous cosmetic that acts like a "face lift." They see and feel it working against signs of age as the face looks firmed, lifted, braced.

You can use the treatment with Diet-Form on the body and Invisible Beauty Strap on the face so that the skin of the body as well as the face is firmed and tightened. Each is \$5.00 plus tax.

## FRANCES DENNEY

a tradition of beauty for over 50 years







*Silf Skin*  
SEAMLESS FULL-FASHIONED

shaped without seams for comfort and control!

FULL-FASHIONED...shaped of one continuous strand of elastic yarn...to fit like your skin.

BIAS KNIT...the Silf Skin knit actually changes direction to follow and firm each contour.

SEAMLESS COMFORT...exclusive and patented seamless crotch...no irritating seams to cut, chafe, bind, rub...only Silf Skin guarantees you heavenly comfort, no matter how active you are.

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#200 panty  
#400 girdle  
In nylon elastic \$7.50  
In silk elastic \$10.95  
At fine stores everywhere

\$5



WORLD'S ONLY SEAMLESS FULL-FASHIONED GIRDLE



1

## Discoveries in beauty

1. Nothing was about the colouring of Morny soap: it's bright, vivid, delectable. The pastels are rich-hued, vibrant; a spectrum of high-keyed orange, yellow, pinks, greens make pretty accents against any bathroom décor. The fragrances are floral—true to nature, long-lasting (this because of a special milling process). In addition, there is a Sandalwood fragrance (a glowing tangerine shade), a French Fern, a Cologne. All of which may be sampled from a box of small, round soap discs. Imported from England, now at Saks Fifth. 2. One of the prettiest collections of flowers under glass is Shulton's new fragrance, called Escapade. Shown here, the perfume, the toilet water, ready to waft deliciously on early summer breezes. The packages, swathed in paper ribbons of India pink and black, now at Arnold Constable. 3. Gourielli is ready early in the season with a new cooling exhilaration for after-bath. A friction lotion, Shower Mist, smooths and tones the skin, adds a sweetly-clinging fragrance. Saks Fifth.

2



MIEHLMANN



3





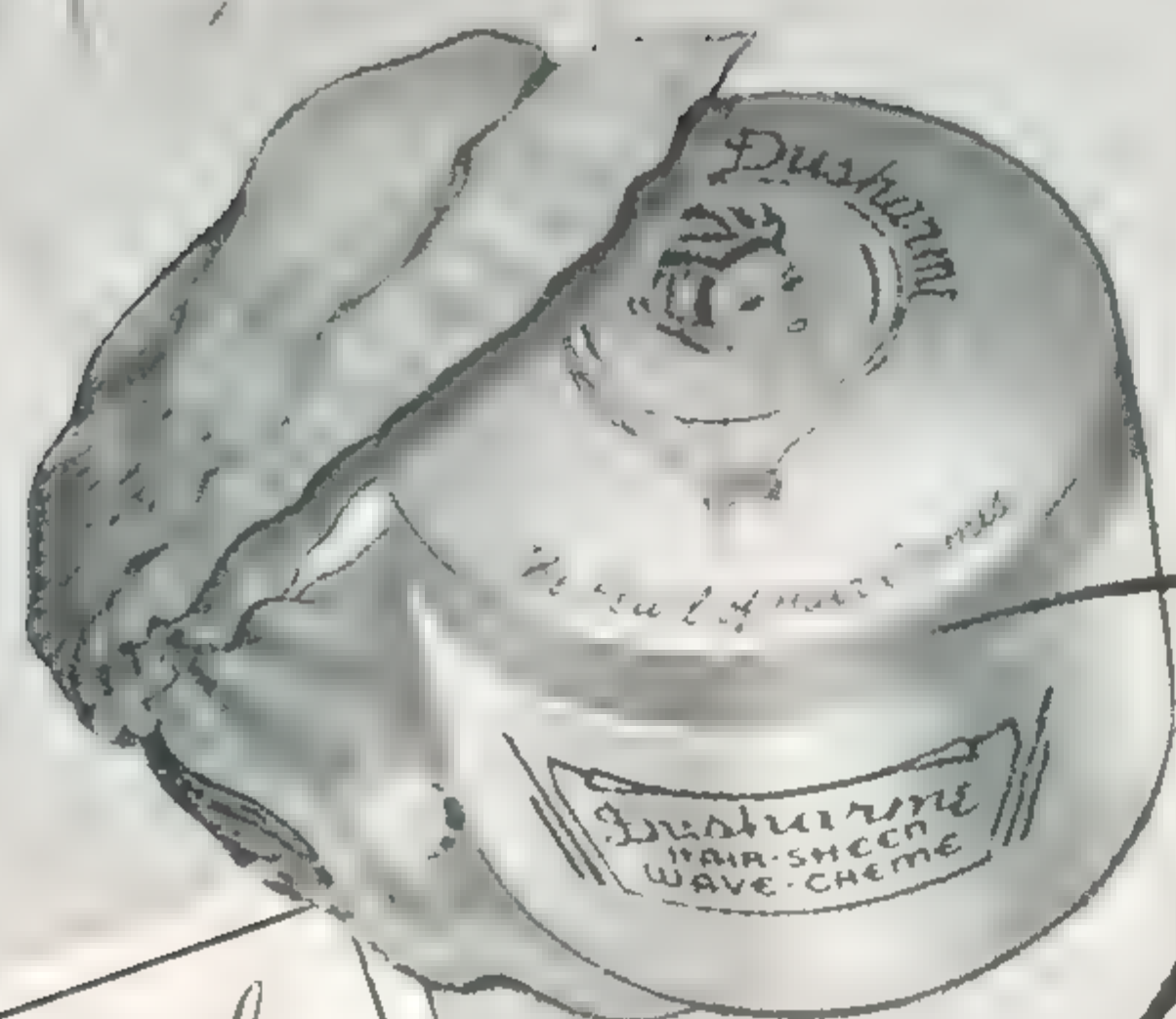
**BERTHOLD**

of Berthold Coiffeur, 61 West 55th Street, New York City, styled this flatteringly lovely Italian cut coiffure . . . correct for the many occasions and varied activities of today's modern woman.

*For those who care enough  
to look their best...*



Dusharme imparts a whisper softness, a willing obedience to the hair . . . crowns every coiffure with the loveliness of the loved. Little wonder that professional hair stylists use it . . . recommend it for home use between shampoos. Dusharme is the lanolin hair creme that dresses but does not discolor the hair . . . the Pearl of Hair Cremes for those who care enough to look their best.



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W&W

Mr. and Mrs. Peter Grant Ashbrook

## NOTE PAPERS

### CONTINUED

### FROM PAGE 157

Here are the engraved top sheets of the fold-over informal notes and cards, previously shown, on pages 156 and 157, with messages visible, the engravings hidden.

*Above:* Two versions of the same folded informal note-card; either one may correctly have monogram or name, embossed or plain edge. Both by White & Wyckoff.

*Below left:* A folded monogrammed note sheet by Eaton.

*Below right:* A fold-over informal card with the full name engraved. From Dempsey & Carroll.

B&M

Mrs. Richard Lloyd James

## SUITS FOR THE TRAVELLING MAN

The following is a list of stores throughout the country where the Hart, Schaffner & Marx suits shown on pages 158-159 can be found.

|                       |                     |                            |                       |
|-----------------------|---------------------|----------------------------|-----------------------|
| Atlanta, Ga. ....     | Zachry              | Little Rock, Ark. ....     | The M. M. Cohn Co.    |
| Canton, Ohio. ....    | Walkers, Inc.       | Los Angeles, Calif. ....   | Silverwoods           |
| Chicago, Ill. ....    | Baskin              | Omaha, Neb. ....           | Nebraska Clothing Co. |
| Cleveland, Ohio. .... | Higbee Co.          | Rock Island, Ill. ....     | Lloyd Gorham, Inc.    |
| Dallas, Tex. ....     | James K. Wilson Co. | San Francisco, Calif. .... | Hastings              |
|                       | Tampa, Fla. ....    |                            | Wolf Brothers, Inc.   |



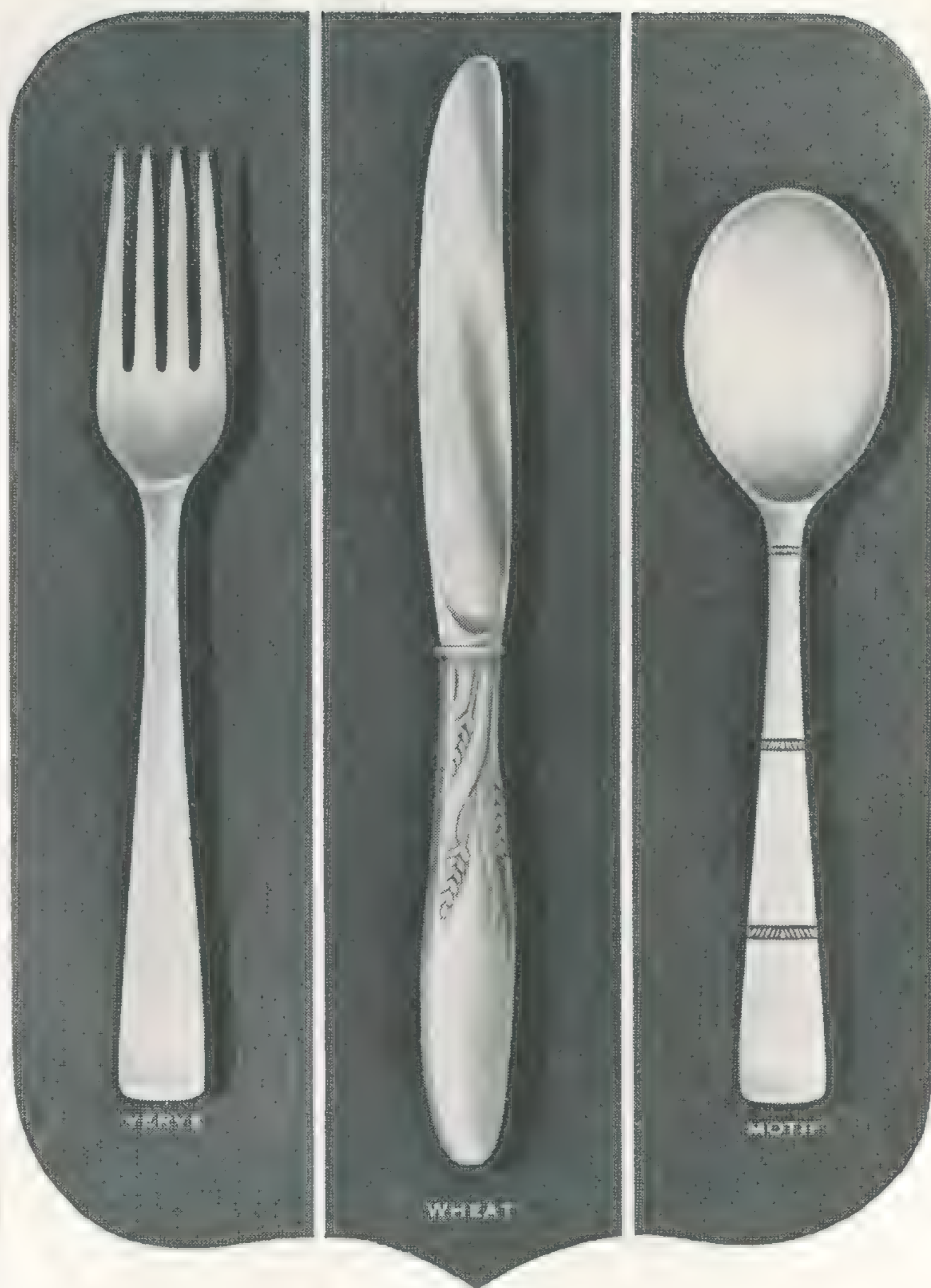


## Bathing-suit wardrobe

(Continued from pages 124-125)

*Above:* Bathing suit with a gathered and shaped bodice—and a special rôle in this issue. It's one of the Jantzen bathing suits we've selected to be a part of a bathing-suit wardrobe. This, pink faille of acetate and Lastex, in a Warshow fabric; about \$15. At Altman; F. & R. Lazarus; Famous-Barr; J. W. Robinson; and shops listed below. *Below:* A list of shops where all the Jantzen bathing suits shown in this issue can be found—beyond those shops listed on pages 124-125.

|                             |                             |                           |                            |
|-----------------------------|-----------------------------|---------------------------|----------------------------|
| Akron, Ohio .....           | M. O'Neil Co.               | Lexington, Ky.....        | Stewart's of Lexington     |
| Albany, Ga.....             | The Style Shop              | Louisville, Ky.....       | The Stewart Dry Goods Co.  |
| Allentown, Pa.....          | Hess Brothers               | Ludington, Mich.....      | Callighan's                |
| Altoona, Pa.....            | Meyer Jonasson Co.          | Macon, Ga.....            | Stephens Inc.              |
| Ames, Iowa.....             | Tilden Store Co.            | Medford, Ore.....         | Mann's Dept. Store         |
| Anniston, Ala.....          | Wakefield's                 | Memphis, Tenn.....        | J. Goldsmith & Sons        |
| Atlanta, Ga.....            | Davison Paxon Co.           | Midland, Mich.....        | Callighan's                |
| Austin, Tex.....            | Goodfriend's                | Minneapolis, Minn.....    | Dayton's                   |
| Baltimore, Md.....          | Gaxton Co.                  | Nashville, Tenn.....      | Cain-Sloan Co.             |
| Birmingham, Ala.....        | Burger-Phillips Co.         | New Haven, Conn.....      | The Edw. Malley Co.        |
| Bloomington, Ind.....       | Vogue                       | Norfolk, Va.....          | Rice's Fashion Corner      |
| Boston, Mass.....           | Conrad's                    | Ogden, Utah.....          | L. R. Samuels              |
| Buffalo, N. Y.....          | J. N. Adam & Co.            | Oklahoma City, Okla.....  | Kerr's, Inc.               |
| Canton, Ohio.....           | Stark's Plaza               | Phoenix, Ariz.....        | Korrick's Inc.             |
| Cedar Rapids, Iowa.....     | Armstrong's                 | Pittsburgh, Pa.....       | Joseph Horne Co.           |
| Charleston, W. Va.....      | Stone & Thomas              | Portland, Ore.....        | Meier & Frank Co.          |
| Charlotte, N. C.....        | Belk Bros. Co.              | Portsmouth, Va.....       | The Famous                 |
| Chicago, Ill.....           | Carson Pirie Scott          | Providence, R. I.....     | Shepard Company            |
| Cincinnati, Ohio.....       | H. & S. Pogue Co.           | Quincy, Mass.....         | Remick's                   |
| Cleveland, Ohio.....        | The Higbee Company          | Raleigh, N. C.....        | Ivey-Taylor Co.            |
| Colorado Springs, Colo..... | Kaufman Inc.                | Richmond, Va.....         | Thalhimer's                |
| Columbia, S. C.....         | Belk Dept. Stores, Inc.     | Roanoke, Va.....          | S. N. Heironimus Co.       |
| Columbus, Ga.....           | J. A. Kirven Co.            | Rochester, N. Y.....      | McCurdy & Company          |
| Dallas, Tex.....            | Titche-Goettinger Co.       | Rome, Ga.....             | Esserman's                 |
| Denver, Colo.....           | Daniels & Fisher Stores Co. | Salt Lake City, Utah..... | Auerbach Co.               |
| Detroit, Mich.....          | Crowley, Milner Co.         | San Antonio, Tex.....     | Joske's of Texas           |
| Duluth, Minn.....           | Oreck's Inc.                | San Francisco, Calif..... | The White House            |
| Elgin, Ill.....             | Joseph Spiess Co.           | San Marino, Calif.....    | Damon's                    |
| Enid, Okla.....             | Garfield's                  | Seattle, Wash.....        | Frederick & Nelson         |
| Eugene, Ore.....            | Russell's                   | St. Paul, Minn.....       | Emporium of St. Paul, Inc. |
| Fairmont, W. Va.....        | Jones, Inc.                 | Steubenville, Ohio.....   | The Hub                    |
| Fargo, N. D.....            | O. J. de Lendrecie Co.      | Syracuse, N. Y.....       | Flah & Co., Inc.           |
| Fayetteville, N. C.....     | Fleischman's Big Store      | Toledo, Ohio.....         | Lamson's                   |
| Fort Worth, Tex.....        | The Fair                    | Tucson, Ariz.....         | Albert Steinfeld & Co.     |
| Galveston, Tex.....         | E. S. Levy & Co.            | Tulsa, Okla.....          | Brown, Dunkin D. G. Co.    |
| Grand Island, Neb.....      | S. N. Wolbach Sons          | Tyler, Tex.....           | Mayer & Schmidt            |
| Green Bay, Wis.....         | H. C. Prange Co.            | Waltham, Mass.....        | Grover Cronin, Inc.        |
| Greensboro, N. C.....       | Meyer's                     | Washington, D. C.....     | Frank R. Jelleff, Inc.     |
| Greenville, S. C.....       | Ivey's                      | Waukegan, Ill.....        | Hein's                     |
| Hammond, Ind.....           | Nagdeman's                  | West Palm Beach, Fla..... | Anthony's                  |
| Hickory, N. C.....          | Spainhour Co.               | Wheeling, W. Va.....      | Stone & Thomas             |
| Holyoke, Mass.....          | A. Steiger & Co.            | Wichita, Kan.....         | Innes                      |
| Huntington, W. Va.....      | The Anderson-Newcomb Co.    | Worcester, Mass.....      | John C. MacInnes Co.       |
| Jackson, Miss.....          | R. E. Kennington Co.        | Youngstown, Ohio.....     | McKelvey's                 |
| Jacksonville, Fla.....      | Levy's Inc.                 | Honolulu, T. H.....       | The Liberty House          |



Designed for the world we live in today . . .

stunning **STEGOR**® stainless

Fine, functional Stegor flatware is ideally suited to the less formal and altogether pleasant dining habits of today: buffet suppers, casual snacks

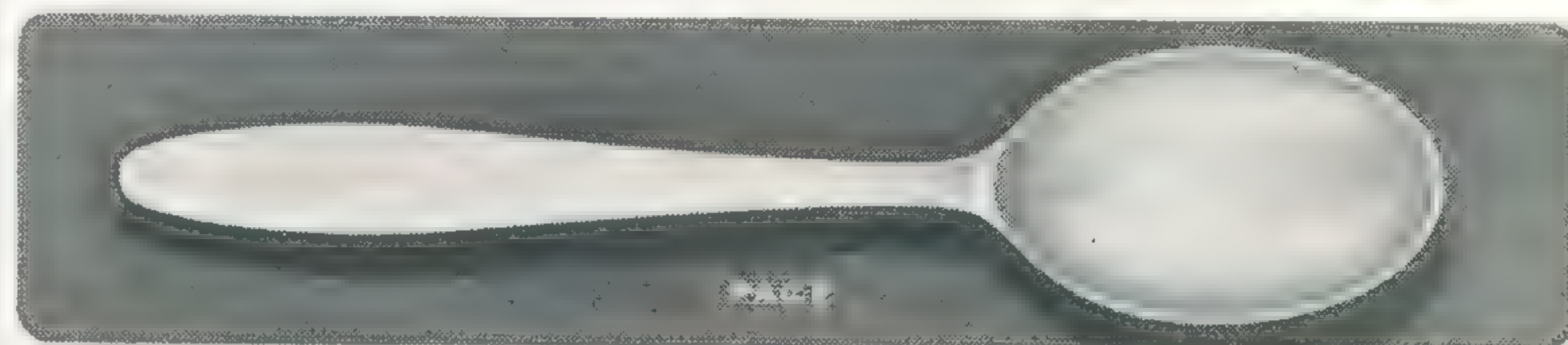
near the television set, outdoor dinners on the terrace and always popular barbecues. Stegor's distinctive, simple modern design is in excellent taste in any of these settings; its smart, rich satin finish is the perfect complement for

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In four handsome designs, Stegor "perfectly balanced" stainless steel flatware is non-tarnishable, re-

quiring only a minimum of care. 5-piece place setting including: knife with Stegor's exclusive seamless hollow handle (won't discolor, rattle or come apart), fork, teaspoon, salad fork, place spoon (soup or cereal) . . . \$8.50.

For the name of nearest Stegor dealer, and free folder, write Stegor Stainless Division, The Gorham Company, Providence 7, R.I. Dept. V-5.



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FRANCES MCLAUGHLIN



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**so that your figure  
will always be smart-looking  
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to wear fashionable clothes  
with flattering distinction**



*The TREO name is your assurance of outstanding value and satisfaction in lovely garments that are blissfully lightweight and comfortable as well as functionally superior. Most stores and specialty shops throughout the United States and Canada proudly feature TREO!*

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## More dressed than undressed: lingerie

As called for this year: easy ways to look pretty even before you've begun to think about what to wear. Both of cotton plissé with special touches for nice summer upkeep (no ironing). *Above:* Pink nightdress, a fine example of why the lingerie look has such fresh appeal this year. The sheer nylon bodice is sprinkled with tiny embroidered flowers (plissé-lined for softness). Nylon lace edging on the neckline; nylon satin sash; ruffled hem. As you see, lingerie-wise, nothing's been overlooked on this one. \$6. *Below:* White plissé petticoat . . . cool, effective example of the new good-enough-to-show theory. The deep, eyelet-embroidered flounce goes over permanently stiffened crinoline. (Go ahead, wash it.) \$6. *Both:* By Seamprufe, at Arnold Constable; also Famous-Barr.



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200 Madison Avenue, New York  
Merchandise Mart, Chicago  
TREO CORSETING, Montreal

VOGUE incorporating Vanity Fair





# The exercised complexion

(Continued from page 160)

"And," pointing to her pulled-back hair, her low chignon, "maybe everyone isn't interested in ears, but I put the lotion on mine, always." She advises everyone to follow "Skin Exercisers" with "Special Formula Cream," leave it on for a short while and rest. Suggests that beginners start with the weaker formula, "Eau Verte," graduate to the stronger "Eau Qui Pique." Thinks most women's idea that they have a sensitive skin is "rubbish"; used both solutions in sequence for us to prove that the sting of her "Exercisers" does just what the name implies—leaves no trace except the pleasant ones: heightened colour and a smoother complexion. Above: Nothing like this before—one piece of sheer, embroidered nylon, engineered to control the firm figure and, at the same time, to allow absolute freedom of action. We show it in vigorous exercise and under what should be (but isn't) unusual strain. This is the "Flippant," unboned, un-elasticized, and weighing no more than a powder puff. A wonderfully light *all* to wear under a dress that's lined and needs no slip. About \$13, at Lord & Taylor. The exerciser's exerciser: Helena Rubinstein's stretchy "Litheline."



*The most desired watch of all*

\$375. \$210. \$610.

14k gold,  
FULL CUT diamonds.  
Slightly higher prices  
in yellow gold with  
diamonds set in Palladium.

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These exquisite diamond and bracelet watches reflect the master craftsmanship that is exclusively Movado. To own a Movado is to possess the best; to give a Movado is the finest compliment you can bestow.

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*A new pattern in heavyweight solid silver reflects the traditions of the Old South*



Here Century Sterling presents a luxurious pattern inspired by the traditions of gracious living so reminiscent of the Old South. The graceful classical contour of the violin is accented by rich floral motifs to blend in a pattern which attains the utmost in beauty and character. The joy of ownership of Century Sterling's beautiful Southern Treasure pattern is equalled only by knowledge that this finest of Sterling is an incomparable heirloom.

**Century Sterling**

*The World's Most Beautiful Solid Silver*

Century Sterling is sold only by authorized representatives. Consult telephone directory

# Gauguin fragrance

## Gauguin pink



MIEHLMANN

More Gauguin atmosphere, continued from page 114. This is the romantic, verdant fragrance, "Noa Noa," which is just being introduced by Helena Rubinstein. The crystal flacon of the perfume is encased in bamboo and the perfume's accessories (a cologne, a gilt bamboo miniature to carry) are wrapped in a Gauguin design from his manuscript, "Noa Noa." This is the same pattern that you see on the dress on page 115. Helena Rubinstein is also introducing a brilliant Island-flower pink lipstick colour, called "Gauguin Pink." This pattern and this colour are printed on a large handkerchief shown here, by Burmel; and the hibiscus flower, by Flower Modes, is the same pink. Everything: Lord & Taylor and stores on page 169.

looking  
for a  
**miracle?**



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**The Miracle Conditioner-Shampoo**

Restores life and beauty to abused hair; increases natural loveliness of normal hair!

Your beauty operator can tell you how hair seemingly "hopeless" has been restored to new life, new silken loveliness in one treatment with RESTOR Hair-Pack Shampoo (just one of the famous RESTOR family) . . . but your own eyes, your own mirror, will tell you more! Lost luster and lost elements are RESTORED to hair abused by over-processing, too many permanents or bleaches, too much exposure, leaving your hair soft, manageable, permanent-able!

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If unavailable locally, send \$1.20 to *Renoir* parfums ltd, Department V  
13 W. 57TH ST., N. Y. 19, N. Y.



# THE WILDER SHORES OF LOVE

(Continued from page 139)

wanted—the East—as a climate of adventure and colour. When, at nineteen, Isabel Arundell encountered the daemoniac figure, “dark, devilish handsome,” with “sullen eyes like a stinging serpent,” and already surrounded by that aura of mystery and vice so alluring to the Victorian miss, she recalled an Essex gipsy’s mumblings; it was predestined—“One soul in two bodies, never long apart, in life or death.” For her, he personified the East: man and land were identified. She had to have him. All her force, faith, and love battled on for ten years of muscular prayer and worldly concentration, until they were married in 1861. Their life together was a tragic-comedy; for Burton, the heroic, neglected genius, there was no better post than a minor consulate where he rotted and raged, “the desert lion in his cage”—caged as much by his love for her, as her love for him. When, at last, Isabel’s energy obtained the Damascus consulate, she swam in bliss. Two years later they were dismissed, ignobly. A British consul who returned to Arab disguise, Arab ways, and a wife whose impassioned faith sought wholesale conversions to Rome set all Syria by the ear.

The Eastern mirage faded and England’s greatest Orientalist was exiled to Trieste, in a bleak postscript to life. He retreated into a secret

world of Arabic studies and the Eastern cult of wild indulgence, so tormenting for Isabel, left outside that exotic periphery. His last years were lit by a blaze of fame, when his translation of *The Arabian Nights* was recognized as a masterpiece. Dying (a prisoner of Isabel’s love), he was still warmed by his belated triumphs.

Then Isabel, widowed, had her hour. Insisting that his spirit had commanded it, she burned on the funeral pyre all his manuscripts and journals, the secrets of his strange life, and, perhaps, the secret of their strange relationship. In life, she had never wholly possessed him, but in death she had her chance. The flames consumed good and evil, legend and fact. She believed his to have been a death-bed conversion to her faith, and that by destroying his manuscripts of erotica, she saved his soul. They would be together again in another life. He was safe—he was hers.

She lingered on just long enough to write his life as *she* wished it remembered, and was buried beside him in an Arab tent strung with camel-bells, which she devised as a mausoleum in a suburban London cemetery. All that the gipsy had foretold was true. Love and adventure! Richard, and the East! In life and death, never long apart. Such love had been adventure enough.

## SHOES IN TROPICAL COLOURS — PAGE 147

The following is a list of shops throughout the country where shoes in the colours shown on page 147 can be found.

|                            |                           |                            |                                  |
|----------------------------|---------------------------|----------------------------|----------------------------------|
| Beverly Hills, Calif. .... | J. W. Robinson Co.        | Madison, Wis. ....         | Harry S. Manchester, Inc.        |
| Bloomington, Ill. ....     | Rodgers Shoe Co.          | Memphis, Tenn. ....        | Levy's                           |
| Boston, Mass. ....         | Jordan Marsh Co.          | Miami, Fla. ....           | Burdine's                        |
| Buffalo, N. Y. ....        | L. L. Berger, Inc.        | Mobile, Ala. ....          | J. J. Damrich Shoe Co.           |
| Chattanooga, Tenn. ....    | Miller Bros. Co.          | Norfolk, Va. ....          | Goodman's                        |
| Cincinnati, Ohio. ....     | Jenny, Inc.               | Omaha, Neb. ....           | The Aquila                       |
| Cleveland, Ohio. ....      | The Halle Bros. Co.       | Pasadena, Calif. ....      | Huggin's                         |
| Columbus, Ohio. ....       | The F. & R. Lazarus & Co. | Pine Bluff, Ark. ....      | MaRu, Inc.                       |
| Des Moines, Iowa. ....     | DeArcy's Boot Shop        | Pittsburgh, Pa. ....       | Joseph Horne Co.                 |
| Detroit, Mich. ....        | The J. L. Hudson Company  | Richmond, Va. ....         | Thalhimer's                      |
| Evansville, Ind. ....      | Bayham Shoe Co.           | Roanoke, Va. ....          | Propst-Childress Shoe Co.        |
| Fort Wayne, Ind. ....      | Talbert's                 | Salt Lake City, Utah. .... | Makoff                           |
| Grand Rapids, Mich. ....   | The Wurzburg Co.          | San Antonio, Tex. ....     | Frost Bros.                      |
| Jackson, Miss. ....        | R. E. Kennington Co.      | St. Louis, Mo. ....        | Scruggs-Vandervoort-Barney, Inc. |
| Kansas City, Mo. ....      | Harzfeld's                | Stamford, Conn. ....       | L. Spelke & Sons                 |
| Little Rock, Ark. ....     | The M. M. Cohn Company    | Syracuse, N. Y. ....       | Flah & Co. Inc.                  |
| Long Beach, Calif. ....    | Guild House               | Tulsa, Okla. ....          | Seidenbach's                     |
| Los Angeles, Calif. ....   | J. W. Robinson Co.        | Wichita, Kan. ....         | Innes                            |
| Lynchburg, Va. ....        | J. R. Millner Co.         |                            | Sosnik-Thalhimer's               |
|                            | Winston-Salem, N. C. .... |                            |                                  |

## GAUGUIN PRINTS, COLOURS

(Continued from pages 114-115)

The following is a further list of shops throughout the country where the Everfast cotton dresses and the "Noa Noa" perfume and accessories (these, shown in detail on page 168) can be found.

|                            |                             |                            |                         |
|----------------------------|-----------------------------|----------------------------|-------------------------|
| Baltimore, Md. ....        | Hutzler's                   | Pasadena, Calif. ....      | I. Magnin & Co.         |
| Beverly Hills, Calif. .... | I. Magnin & Co.             | Philadelphia, Pa. ....     | John Wanamaker          |
| Chicago, Ill. ....         | Mandel Brothers, Inc.       | Portland, Ore. ....        | Meier & Frank Co.       |
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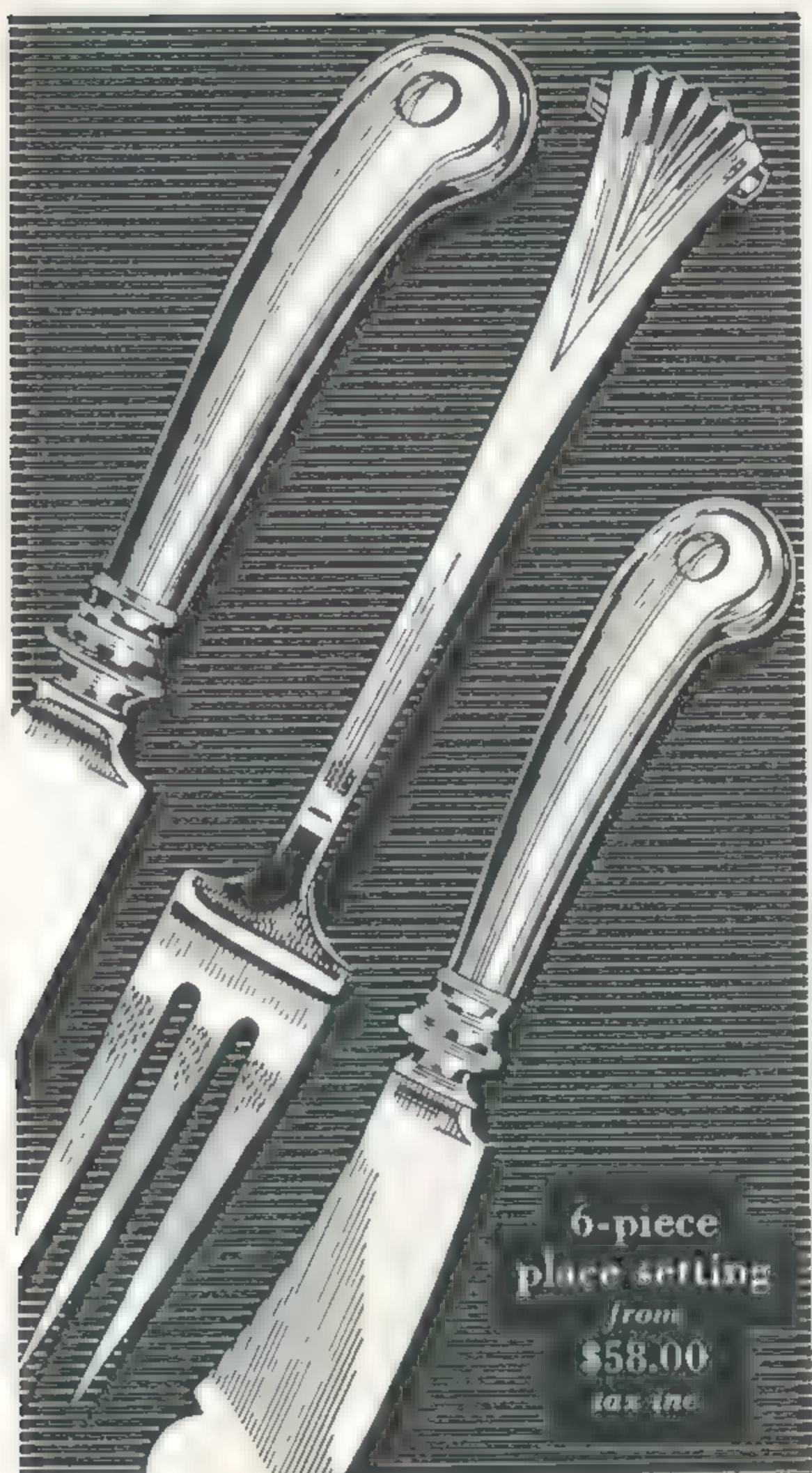
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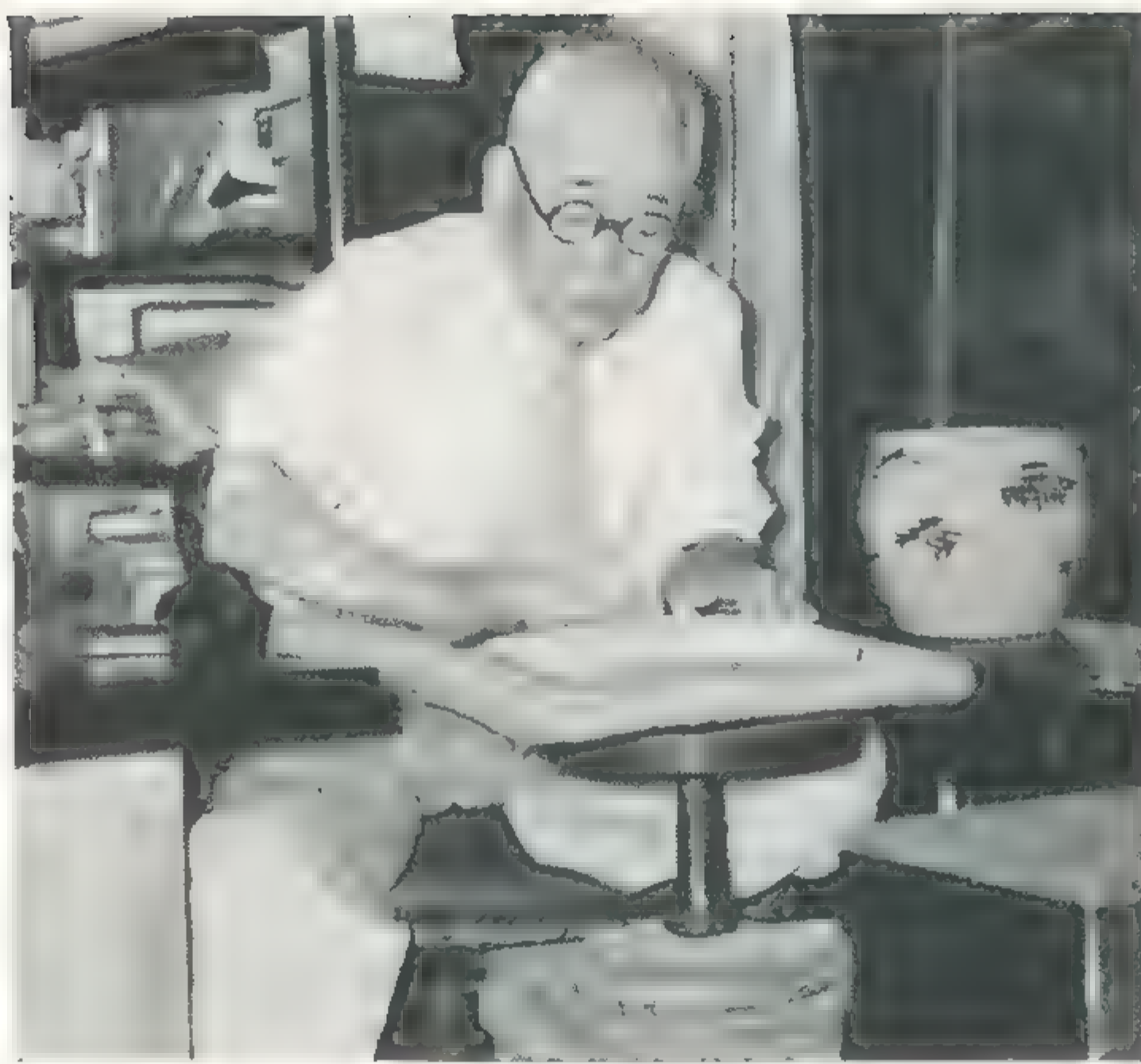
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## ROSANJIN, POTTER AND COOK

A contemporary Japanese artist whose pottery is now on exhibit at New York's Museum of Modern Art and at the Grace Borgenicht Gallery.

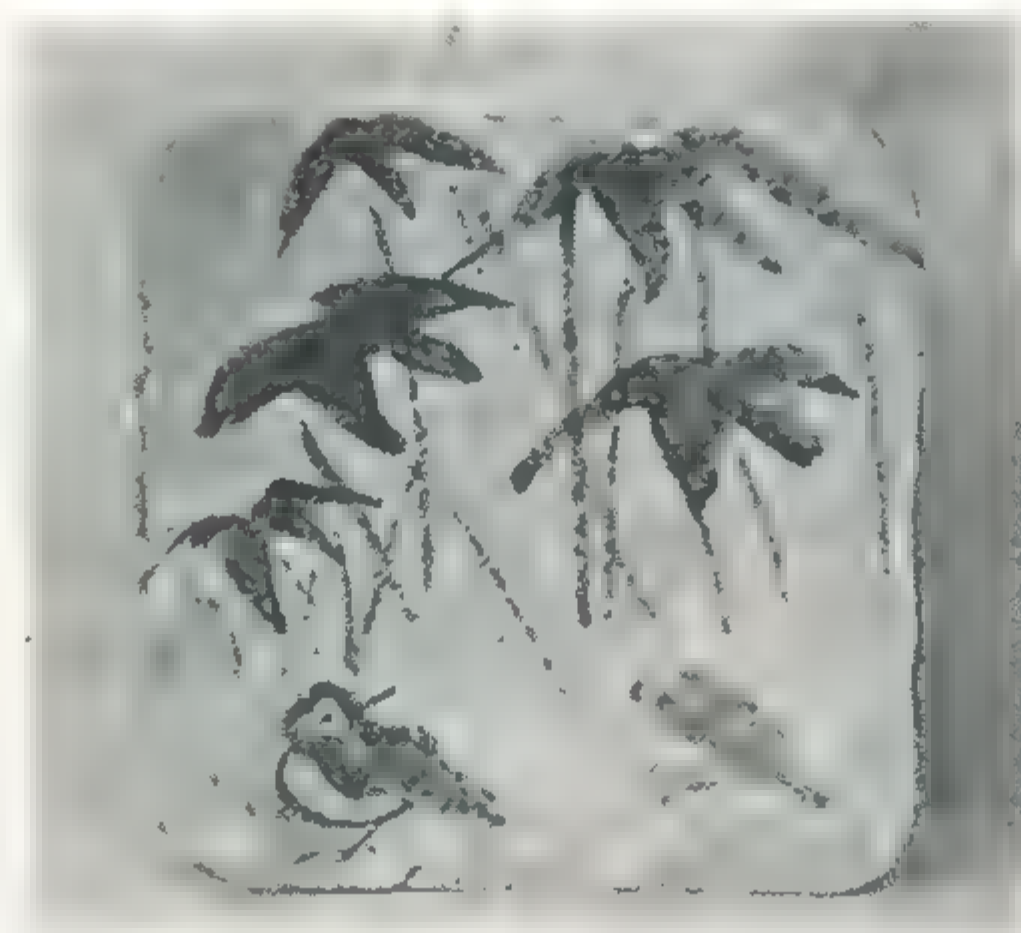
BY ISAMU NOGUCHI

"To make good pottery for the table," said Kitaôji Rosanjin, the seventy-year-old master classic potter of Japan, "you must know good food, and to know good food you must know how to cook." In his Japanese country house—an old temple—my neighbour Rosanjin often cooks in front of his guests.

A man of wit, who dispenses insults or laughter as casually as he pours beer, Rosanjin explains what he's doing as he prepares a meal. If he's serving a particular raw fish called *sashimi*, he'll grate some *wasabi*—horse-radish—while grumpily demanding, in rhetorical fashion, how anyone could cook without it. Or, as he tosses some pieces of wild boar into an iron pot set on a brazier, he'll announce that the best Japanese cooking is the simplest cooking; in fact, except for using a fire, Japanese cooking could be called the absence of cooking. With cooking, as with pottery, the ingredients count above all else for Rosanjin.

Recognized as a rebel, frequently charming, but sometimes impossible even to his friends, he has been called by his disparagers only a retired restaurateur fooling with a kiln. He founded and owned one of Tokyo's most famous restaurants, Hoshigaoka, from which he retired thirty years ago to devote himself—with his thorough knowledge of food—to the philosophy and production of Rosanjin pottery. Inspired by the great Japanese pottery of the past—the old Oribe, Shino, and Bizen ware—he began to turn out an ever-increasing flow of pieces basically classical in feeling, but each alive with Rosanjin spontaneity. Rosanjin's factory, a one-man operation, today turns out more than it ever did; yet every design, a flower scratched almost casually on a granular surface, or a virile character from the vast Japanese alphabet, has integrity.

In reaction against the contemporary Japanese potters like Hamada and Leach in the folk-art group, whose plates and bowls accommodate knife, fork, and spoon, Rosanjin refuses to compromise with Western ideas. A Rosanjin bowl is for chopsticks only.



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GRIGSBY

## NEW SILVER: SEVERE DESIGN, RELAXED

(Continued from page 154)

With lines softened by a heavily embossed floral pattern, Lunt's new sterling "Summer Song" departs from jet-stream austerity, plain-as-an-egg design. News, too—the trend toward making fewer pieces do more things: here, a single spoon can be used for soup, cereal, or dessert. 6-piece settings—luncheon: \$29.75; dinner: \$32.50. Luncheon fork: \$6.25; luncheon knife: \$6; dinner fork: \$8.25; dinner knife: \$6.75; teaspoon: \$3.75; place-spoon: \$4.75; salad fork: \$5.25. All prices include tax.

## HIBACHI COOKING

(Continued from page 155)

### BROILED STEAK CUBES

- 1 sirloin steak cut very thin across grain, or 1 flank steak cut bite size
- 1 cupful Japanese *shōyu* or Chinese soy sauce
- 1 cupful water
- 2 cloves crushed garlic
- ½ teaspoonful powdered ginger
- 1 tablespoonful sugar

Combine *shōyu* or soy sauce with water, garlic, powdered ginger, and sugar. Boil five minutes. Cool slightly, add beef, and marinate at least two hours. When ready to cook, put on skewers (four to six pieces of beef to each skewer) and broil. Do not overcook.

### SKEWERED CHICKEN

- 1 raw chicken cut bite size (no skin)
- Raw chicken livers, fresh or frozen
- 1 cupful sherry
- 1 cupful *shōyu* or soy sauce
- ¼ cupful sugar

Combine sherry, sugar, with *shōyu* or soy sauce and bring to boil. Cool. Marinate chicken and livers one hour. Alternate on skewers. When cooked, sprinkle lightly with ginger if desired. Do not overcook.

### SUIMONO SOUP STOCK

- ½ cupful dried bonito shavings
- 10 pieces dried tangle (seaweed), cut one-inch square
- ¼ teaspoonful seasoning powder
- 5 cupfuls water

Put tangle in water and boil. When water comes to rolling boil, take out tangle and add dried bonito shavings. Again bring to a boil; remove from fire. When bonito shavings sink to bottom of pan, drain off clear liquid to be used as stock. Stir in seasoning powder (monosodium glutamate).

Note: Tangle can be purchased from Katagiri, 224 East 59th Street, New York

### CHICKEN SUIMONO

- 6 oz. chicken cut in small pieces
- 2 oz. thin *udon* (vermicelli)
- 3 mushrooms (cut in half) to each serving
- 5 cupfuls suimono stock
- 2 teaspoonfuls salt
- 2 teaspoonfuls soy sauce
- 1 soybean curd cake, cut into squares
- 1 piece lemon peel for each serving

Put vermicelli in hot water and bring to boil. Add some cold water and boil again. Remove from fire, wash in cold water and drain. Set aside.

Heat stock, adding salt and soy sauce. Add chicken and mushrooms and bring to boil.

Serve some vermicelli in each soup bowl together with several soybean curd squares. Add twist of lemon peel. Cover with lid.

### SUKIYAKI

- 2 beef suet cubes
- 1 onion
- ½ bunch scallions
- ¼ lb. spinach
- 2 pieces celery
- 4 or 5 slices bamboo shoot
- Bean curd (*tōfu*), 1-inch square
- 1 large mushroom
- Shōyu* or soy sauce
- Sugar
- Pepper
- ¼ lb. beef, pork, or chicken completely without fat or bone

Melt beef suet cubes in heated pan. Add onion, scallions, spinach, celery, and bamboo shoots. Pour in sukiyaki stock, (canned broth or bouillon will do), just enough to cover the bottom of the pan. Season with *shōyu* sauce, sugar, and pepper to taste. Add *tōfu* and mushroom. Let simmer over medium fire several minutes, then push vegetables aside to make room for meat. If the meat is beef, slice and spread over bottom of pan; turn over after a minute, then mix with vegetables and stir well. With chicken or pork, put meat in pan, and cook before adding vegetables.

Serve sukiyaki in individual plates over plain boiled rice. This recipe makes enough for one person.

### BROILED FISH ON CUCUMBER

- Salmon, flounder, or scallops cut bite size
- 1 cupful sherry
- 1 cupful *shōyu* or soy sauce
- 1 cucumber, sliced

Marinate fish one hour in sherry and *shōyu* or soy sauce. Broil fish and serve on thin cucumber slices.

### ESCOFFIER CURRY SAUCE

- 12 oz. minced onions
- 1 oz. parsley roots (or chopped parsley)
- 4 oz. minced celery
- 1 small sprig thyme
- Part of bay leaf
- Mace
- Butter
- 2 oz. flour
- 1 teaspoonful curry powder
- 1½ pints chicken consommé

Slightly brown the vegetables in butter. Sprinkle with flour and curry powder. Cook flour for some minutes without letting it brown; slowly add chicken consommé. Boil, cook gently for three-quarters of an hour. Remove from fire and rub through fine sieve. Set aside.

### SHRIMP IN CURRY SAUCE

Put two pounds of cleaned and cooked shrimp into a double boiler and add the curry sauce. Serve very hot on rice with chutney or other Indian condiments.

### BOEUF À LA BOURGUIGNONNE

(A recipe developed for the Presto Electric Skillet)

- 2 lbs. boneless chuck cut in 1½-inch cubes
- Flour
- Salt and pepper
- 1 tablespoonful bacon fat
- 2 cupfuls liquid (½ beef stock, ½ red Burgundy wine)
- 8 small whole white onions
- 1 spice bouquet

Preheat skillet at 6 on heat-control dial. Dredge meat in flour seasoned with salt and pepper. Melt shortening and brown meat on all sides. Reduce heat to 3½ on dial. Add liquid, onions, and spice bouquet (parsley, bay leaf, ½ teaspoonful thyme, 1 clove garlic, tied in cheesecloth bag). Cook until meat is tender. Remove bouquet. Serve hot from skillet. (Rabbit meat, cut in 1-inch cubes, can be substituted for beef.)

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## VOGUE PATTERNS

(Other views of the Patterns shown on pages 126-127)



S-4499

Left: The dress shown on page 126, here with its own bolero—all, a part of Vogue Pattern S-4499. It comes in sizes 12 to 20 (30 to 38). For size 16 (34), five-and-a-half yards of 39" fabric are needed. \$1.50.

Right: The sheath at the top of page 127—Vogue "Very Easy to Make" Pattern 8331, in sizes 10 to 18 (28 to 36). For size 16 (34), two-and-a-half yards of 35" fabric needed; same to line lace version. 60c.



8331



8328

Left: The full-skirted dress shown in chalk-white cotton on page 127—it's Vogue Pattern 8328, comes in sizes 12 to 20 (30 to 38). For size 16 (34), about four yards of 39" fabric are needed. The pattern, 60c.

VOGUE PATTERNS ARE AVAILABLE AT IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL (POSTAGE PREPAID), FROM DEPARTMENT V, VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 198 SPADINA AVE., TORONTO, ONTARIO. (Some pattern prices are slightly higher in Canada.) Note: Connecticut residents please add sales tax.

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